

# THE SUSSEX BUSINESSPERSON OF THE YEAR

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## WINNER ROD FLAVELL: FDM GROUP PLC



ROD FLAVELL has been involved in the IT services industry since 1982. He is a founder of FDM Group and became Chief Executive Officer in 2001.

A graduate from Sussex University, Rod has in-depth knowledge of sales and business management. He has been responsible for the overall strategic development and organic growth of FDM, as well as its flotation on AiM (Alternative Investment Market) of the London Stock Exchange in 2005.

Since becoming Chief Executive Officer, he has focused the business on generating higher margins and reducing costs, as well as introducing FDM services throughout Europe and the US. FDM works hard to tackle the IT skills shortage worldwide and has trained over 1500 graduates in IT since its inception. Rod takes pride in providing a valuable contribution to the wider economy and his successes are increasingly recognised at national and international level.

### RUNNER UP PENINA SHEPHERD, Acumen Business Law



PENINA SHEPHERD is the founder and MD of ACUMEN BUSINESS LAW, an award winning, innovative and creative business law firm that is changing the way businesses in Sussex approach legal issues, with an emphasis on fixed, transparent costs. She believes that commercial lawyers should act as business partners, proactively spotting risks and opportunities and leaving clients to focus on the success of their core business.

### RUNNER UP HOLLY HEGGADON, Sparks Yard General Store Ltd



HOLLY HEGGADON has created something quite unique at her general store in Arundel and has shown remarkable skills in understanding and catering for her market, resulting in rapid growth for the business. She has demonstrated the financial management skills that have been needed to trade through a recession and is now adding a further string to her bow and developing an effective HR policy to underpin Sparks Yard's future growth.

### RUNNER UP MARK WOOLLEY, Electric Hairdressing



MARK WOOLLEY is a man with a passion for his business who nevertheless has the ability to delegate. He has created something very rare in the hairdressing industry: a successful management structure that adds both breadth and strength to Electric.

Leading from the front, he remains personally involved with every individual employee. He retains the very best staff, as they all recognise that they have space to achieve their ambitions and share in the success of the business.

### RUNNER UP SUSAN FLEET, Lea Graham Associates



A PRODIGIOUS fund-raiser in the Gatwick Diamond and mid-Sussex areas, Susan is perhaps best known throughout Sussex for her work with the South of England Agricultural Society. The success that she has achieved on behalf of her clients comes from an ethos that empowers all of her staff to make their own judgements within an environment of trust and support.

Now embarking on a brand new, parallel venture as distributors of new range of cosmaceuticals, Susan (and her team) are probably assured of success!