



Tim Campbell

Winner of the hit BBC series The Apprentice and founder of The Bright Ideas Trust.

After winning Series One of The Apprentice, Tim became the Project Director of the Health & Beauty division within Sir Alan Sugar's company, Amstrad PLC. Prior to working for Sir Alan, Tim had a successful career with London Underground and progressed from a Graduate Trainee to a Marketing Project Manager before applying for the business programme. When he left Amstrad earlier this year to launch his own business, Sir Alan's message to Tim was testament to his ability and potential.

"He has been a great asset to the company and I wish him the best of luck for the future. He was the right choice and I will be there to offer any help and guidance should he need it."

Tim has gone on to found the Bright Ideas Trust, a social enterprise to encourage young budding entrepreneurs to start business ventures, by giving them greater access to start-up finance and business mentors and advisors. The Bright Ideas Trust has already generated much excitement and interest from business and innovative young entrepreneurs alike, not to mention receiving both Government backing and praise from senior MPs across all political parties.

Tim is well respected within business. He has shown a talent and ability to actualize his ideas and plans. With his positive outlook on life and what can be achieved by taking that stance and he wants to make changes. He has spent much time within various communities and institutions, promoting an entrepreneurial culture and motivating others, particularly the younger generation, to pursue their dreams.

Tim is a Cabinet Office Social Enterprise Ambassador and a Child Ambassador for London and was appointed by Beverley Hughes, the Children's Minister, to focus on the particular problems of the capital's young people. Tim is also closely involved with the Jack Petchey Foundation, the ACLT, as well as an active supporter of the NSPCC, Learn Direct and Connexions. He is the face of the British Library's campaign to promote their services and has been described as 'the human face of business' as one broadsheet newspaper referred to him.

"With the right support and partnerships I see no reason why I cannot continue to pass on positive messages and help to others, particularly the next generation. I think we can attain the unthinkable." he said.

And why not? Tim likes a challenge.

What The Apprentice showed is that with a level playing field anyone can achieve success as long as they are willing to invest the time and effort. Unfortunately the real world is not so transparent. But that is not to say that it cannot be negotiated successfully. Knowing the 'rules of engagement' individuals must work smarter as well as harder."

Born in East London he lives with his wife Jasmine and their daughter Kayla.