

Young Business Person of the Year

shortlist

Susanna Simpson, Limelight Public Relations

Started her PR company at just 23 years of age. Quickly recognised that she could use her youth to her advantage by targeting companies that were themselves youthful or had clients which were youthful. The strategy worked with turnover increasing by 43% in only the second year.

The logo for the London Business Awards 2004. It features a vertical stack of seven horizontal bars of varying lengths, resembling a stylized bar chart or a set of steps, in a dark red color. Below this graphic, the words "LONDON BUSINESS AWARDS" are stacked vertically in a sans-serif font. "LONDON" and "BUSINESS" are in a light pink color, while "AWARDS" is in a darker pink. Below this, the year "2004" is written in a large, bold, dark blue font. At the bottom of the logo, there are three more horizontal bars, similar to the ones at the top, in the same dark red color.

LONDON
BUSINESS
AWARDS
2004