

Emma Jones CBE

Emma Jones, 48, was born in Newport, Shropshire and brought up by a mum who ran several independent restaurants in the town. Emma's first taste of business was as a waitress at these outlets after school and at weekends and points to this experience and her mother's relentless work ethic as the inspiration for her passion for business.

As part of a degree in Law and Japanese at Cardiff University, Emma worked in Tokyo for a year, where she helped to launch an international language school and became fluent in Japanese.

After that, Emma joined international accounting firm Arthur Andersen, where she worked in London, Leeds and Manchester offices and set up the firm's inward investment practice that attracted overseas companies to locate in the UK. In 2000, bitten by the dot.com bug, Emma left the firm to start her first business, Techlocate, which was using technology to make investing in UK businesses more accessible. After 15 months, the company was successfully sold to Tenon plc. The experience of starting, growing and selling a business from a home base gave Emma the idea for Enterprise Nation which was launched in 2006 as the home business website.

Emma was called upon to be one of the high profile co-founders of national enterprise campaign StartUp Britain. She ran the private sector-funded and Government-backed campaign as CEO from 2011 to 2014. During that time UK start-up figures boomed and hit more than half a million new company registrations in 2014 for the first time. She also launched several successful campaigns including the award-winning PopUp Britain. Emma was awarded an MBE for services to enterprise in the Queen's Birthday honours in 2012. In November 2015 Emma was appointed by the UK Prime Minister as a Business Ambassador with a focus on increasing international trade.

In July 2016, Emma was appointed SME Representative for Crown Commercial Service, and in 2019 was appointed as a co-leader of one of the five Business Councils set up by Theresa May and since has been called upon to be part of the freeport advisory panel under Liz Truss.

Emma was awarded the Commander of the Order of the British Empire (CBE) in 2021. The CBE is the highest-ranking Order of the British Empire award (excluding a knighthood and damehood),

As well as running and supporting successful businesses, Emma is also the author of best-selling business books including Spare Room StartUp, Working 5 to 9 (about starting a business on evenings and weekends), Go Global (a book about exporting), Start a Business for £99, the StartUp Kit and Going for Growth.

About Enterprise Nation

Enterprise Nation (<https://www.enterprisenation.com/>) is the UK's leading small business network and business support provider delivering support to more than 50,000 small businesses every month. Its aim is to help people turn their good ideas into great businesses – through expert advice (including a comprehensive resources library), events, acceleration support and networking. In 2020 it launched two high profile business support initiatives: the [Amazon Small Business Accelerator](#) and the [Recovery Advice for Business](#) scheme which collectively aim to support thousands of small firms impacted by the pandemic.

Enterprise Nation's small business active membership has grown by 34 per cent in 2020. It now has more than 70,000 members and subscribers, ten per cent of which are professional advisers from a range of sectors offering strategic support to small firms. The adviser platform now sees hundreds of connections every week with small firms reaching out for expert support.