

Company: Purpol Marketing Ltd, Chippenham, Wiltshire United Kingdom

Company Description: Purpol Marketing provides marketing director level expertise on a 'pay as you go' basis making professional advice tailored and affordable. They are experts in all areas of marketing and specialists in PQQ and Bid management on public procurement tenders, especially in the construction and manufacturing sectors and for SME'S. They measure success on how much their clients win.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Best Female Entrepreneur in Europe, the Middle East & Africa

Nomination Title: Denise O'Leary MBE, Founder of Purpol Marketing: Building Business, Sharing Success, Empowering Others



1. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 241 words used.

This nomination is supported by multiple attachments and media links that demonstrate Denise O'Leary MBE's transformative impact.

Attachments/Videos/Links:

- o Testimonials from Denise O'Leary MBE Mentees
- o Denise O'Leary Small Business Britain Coach Video – recorded at UK House of Lords
- o Purpol Marketing Media Coverage July 2023-2025
- o Winner AI Launch at Business Expo
- o Purpol Marketing Website – [News - Purpol Marketing](#)
- o NPS Net promotor scores - would you recommend our company

This nomination is supported by multiple attachments and media links that demonstrate Denise O'Leary MBE's transformative impact.

Videos:

WHO ARE CHERISHERS?! ([YouTube](#)) captures the lived experiences of beneficiaries impacted by Denise's work with Cherishers 811 CIC. Who are Cherishers <https://www.youtube.com/watch?v=g90yHv8TrPk>

Why Cherishers ([YouTube](#)) and *Who are Cherishers* ([YouTube](#)) illustrate how inclusive services and infrastructure, enabled by Denise's strategic mentoring and grant writing, directly support vulnerable individuals.

Why Cherishers — <https://www.youtube.com/watch?v=-AvPjORrHX4>

Social Media Evidence:

The *Cherishers Facebook page* ([Facebook](#)) visually documents community initiatives, such as warm rooms, art therapy, inclusive events, and crowdfunded activities—all delivered through the income streams and models Denise co-designed. <https://www.facebook.com/cherishers>

Photos (attached):

- o Images Include: Christmas Party, Art Class, Singing Class, Community Food Table, Warm Rooms, Bee Flower Garden, And Wellbeing Therapy—Representing Over £150,000 Raised And Activated through crowdfunds and grants, all written or mentored by Denise.

Together, these materials reinforce every major claim made in this entry—with visible, quantifiable, and third-party endorsed evidence.

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

3. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 246 words used.

Since July 2023, award-winning entrepreneur Denise O'Leary MBE has scaled her impact as founder of Purpol Marketing while sharing her expertise to uplift others. Guided by a belief that success should be shared, she has mentored over 240 start-up and scale-up entrepreneurs, particularly women in STEM, inclusive marketing, and construction—offering the support she once needed herself.

Through national partnerships with Small Business Britain and the University of Bath, Denise has amplified access to ethical marketing, leadership pathways, and values-based business growth.

Her mentoring of Cherishers 811 CIC helped unlock £150k+ in new funding and catalysed the launch of inclusive services including warm rooms, therapeutic gardening, and trauma-informed care. Her guidance helped the CIC shift from survival to scale—adopting hybrid income models and community-led growth.

As a values-driven founder, Denise made her *Kickstart My Career* course free to all UK youth during National Careers Week 2025—sharing entrepreneurial tools with thousands. Her leadership of one of the UK's largest Kickstart programmes also placed 229 disadvantaged young people, 75% of whom secured lasting employment.

She shared her journey at the Women|Future Conference and the Stevie® “Winning Strategies” webinar in 2025, and was profiled in *Business Matters* for advancing inclusive funding for disability-focused enterprises.

With 93% client retention, 94% satisfaction, and a +85 NPS, Denise continues to grow Purpol Marketing with purpose—choosing to mentor, uplift, and build a new generation of resilient, ethical entrepreneurs. She is an entrepreneur who gives back, knowing that shared success drives sustainable growth for all.

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

Written Response

5. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 196 words used.

Denise O'Leary MBE is the entrepreneurial force behind Purpol Marketing Ltd, a multi-award-winning consultancy she founded to help SMEs and charities succeed through ethical marketing, bid strategy, and inclusive growth. Since launching Purpol in 2014, she has generated over £4.4 billion in client opportunities with a 92%+ win rate—achieving 100% in 2023 alone.

Appointed MBE in 2022 for services to construction and entrepreneurship, Denise is a Chartered Marketer of 20+ years. She's not only grown her business but reinvested in the ecosystem—mentoring over 300 entrepreneurs, delivering 305+ work placements, and designing a free career course now used nationwide. Her government-funded Kickstart leadership placed 229 young people into roles, 75% of whom progressed to long-term employment.

Denise's entrepreneurial success is grounded in values. She champions visibility, equity, and sustainable revenue models—supporting start-ups, social enterprises, and women in underrepresented industries. Through speaking, mentoring, and public engagement, she drives systemic change while growing a profitable, impact-driven business.

Recognised as an MP HERo, named one of 2025's *Most Inspirational Women in STEM & Construction*, featured at the Women|Future Conference she is profiled for her role in democratising access to funding. Clients describe her as “transformational”—a founder who uplifts others.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 245 words used.

Denise O'Leary MBE embodies entrepreneurial leadership rooted in purpose, generosity, and shared success. As founder of Purpol Marketing, she has built a nationally recognised consultancy that proves a woman-led business can deliver commercial excellence (£4.4bn of opportunity) while giving back to the community at scale.

What makes Denise's achievements truly stand out is how she uses her platform to empower others. While Purpol outperforms industry norms (92%+ bid win rate vs 40% average), her success is never insular. She shares what she's learned—through mentoring, public speaking, toolkits, and pro bono support—so others can thrive too.

Since July 2023:

- o Mentored 240+ entrepreneurs, especially women in marketing, PR, STEM, and social impact sectors
- o Supported £750k+ in new client wins through strategic coaching
- o Helped 5 women-led businesses launch and 3 gain national recognition
- o Reached 120+ young people with her free KickStart Your Career course, updated for AI and inclusive marketing
- o Guided Cherishers 811 CIC to raise £150k+ and build sustainable, grant-independent services
- o Delivered 20+ public engagements, including House of Lords workshops and international webinars
- o Maintains 94% satisfaction, 5★ reviews, and a +85 NPS

Denise mentors from lived entrepreneurial experience, having bootstrapped Purpol and led a major youth employment scheme that placed 229 young people into jobs. She shows what's possible—and then invites others to follow.

Her leadership isn't just about growing a business—it's about growing a movement of women who lead with integrity, impact, and intention. Through mentorship and knowledge-sharing, Denise builds more than success. She builds legacy.

Attachments/Videos/Links:

[Denise O'Leary MBE, Founder of Purpol Marketing: Building Business, Sharing Success, Empowering Others](#)



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