

BT Tradespace Poll Reveals Sir Alan Sugar Voted Most Inspiring Business Figure In The Country



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BT Tradespace, the business social networking website, has revealed that Sir Alan Sugar has been voted the most inspiring business figure in the country, according to a recent poll conducted with BT Tradespace users.

The 62-year-old founder of Amstrad and star of The Apprentice scored 34 per cent in the vote, well clear of Naked Chef Jamie Oliver, who came in second with 25 per cent.

Ivan Croxford, general manager of [BT Tradespace](#), said: "People admire how Sir Alan rose from a humble background and relate to the no-nonsense style he shows during his TV appearances.

"He speaks in a language the public can understand and is very focused on what the consumer wants.

"He is a good illustration of how business people have crossed into mainstream popular culture and The Apprentice has definitely helped raise his profile and popularity."

Users of the 350,000-member BT Tradespace site also voted Victoria Beckham into joint third with lastminute.com founder Martha Lane Fox (both 11 per cent), pipping Marks and Spencer executive chairman Sir Stuart Rose.

The result is further evidence of how the former Posh Spice has transformed herself from a pop singer into a global entrepreneur with fashion, cosmetic and women's accessory lines.

Ivan Croxford, general manager of BT Tradespace, said: "Victoria Beckham has proved to be a very shrewd businesswoman with a keen sense of what consumers want.

"She has skillfully combined her celebrity status with a drive and determination which has helped to take the Beckham brand in completely new directions."

Croxford added: "The survey choices show how the celebrity and business worlds sometimes overlap.

"Leading business figures are becoming household names and showbiz personalities are increasingly pursuing business ventures to exploit their star status and enhance their income.

"Sir Alan Sugar epitomises this trend and is a good illustration of how businesspeople have crossed into mainstream popular culture."

Other stars featured in the poll include Kate Moss, Myleene Klass and Gary Barlow, each of whom received 3 per cent of the vote.

Note to editors:

About [BT](#) [Tradespace](#)

BT Tradespace.com is a 350,000-member [social networking for businesses](#) online community which enables businesses to set-up their own [free website](#) to sell products and services and connect with other people effectively - both building business and customer relationships.

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