



# International Women's Day

## BUSINESS

### KARREN BRADY



RECEIVED CBE IN 2014

Managing Director of Birmingham City  
Vice-Chairman of West Ham United

Brady's career began as a trainee at an advertising agency having been rejected for a place on a journalism course at Harlow College. A year later, Brady joined a London Broadcasting Company as an advertising account executive. She targeted the advertising business of publisher David Sullivan, owner of the Daily Sport. Sullivan spent more than £2,000,000 on advertising in six months and was so impressed with Brady that he gave her a job.

Sullivan offered her a job with Sport Newspaper and she became one of his directors at the age of 20. While in Sullivan's employ, Brady spotted an advert in the *Financial Times* for the sale of Birmingham City F.C and persuaded Sullivan to buy it and let her run it. When Sullivan commented that she would have to be twice as good as a man to do that, Brady replied quickly: "Well that's not difficult"