



## *Finalist*

### **Ann-Maree Morrison**

Managing Director and Founder,  
Label4Kids Ltd



After moving from Australia to the UK in 1990 Ann-Maree Morrison left Chartered Accounting and Management Consulting to set up her own business in 2004. Labels4Kids is an online retailer of personalised name labels for children. Learning from scratch about E-Commerce she has grown the business to be one of the most prominent online retailers for name tags in the UK. Ann-Maree has won a string of high profile UK and international awards including Entrepreneur of the Year twice, the Women in Business Retail Awards in 2011 and Nectar Small Business Awards in 2013. For four years running Labels4Kids has won the international "Online Retail Awards".

Her expertise in E-Commerce has led to Ann-Maree being appointed onto the UK Government E-Commerce task force to advise on growing E-Commerce in Europe. Ann-Maree has also advised the Scottish Government on getting women into business and on SME issues. In 2013 she was appointed a Fellow of the RSA (Royal Society of Arts, Commerce and Manufacturing) and she is a Young Enterprise Scheme judge for 2014. She has grown her knowledge of e-commerce to the top in her field and has given talks on the subject for Scottish Development, the Chamber of Commerce and UKTI. She is also a business mentor.

Whilst developing Labels4Kids Ann-Maree Morrison has continued to put in time for others. She is a member of the British Association of Women Entrepreneurs, Women's Enterprise Scotland and the Chamber of Commerce, helping advise women in business and mentor others. Ann-Maree, called the Queen of Labels by The Australian newspaper in 2012, has won International Online Retailer Award for four years and Entrepreneur of the Year in the UK twice and is continuing to grow her business and her role as an ambassador for women in retail and e-commerce in the UK.