



Holly Tucker

Founder of Holly & Co, Founder & Chief Inspirator Notonthehighstreet and UK Ambassador to Creative Small Businesses

Holly Tucker is many things; mother, MBE, founder, philanthropist, ambassador; but the thing she is above all, is passionate. Founder of Europe's biggest small business marketplace, Notonthehighstreet, and now Holly & Co, a hub for small businesses to gain advice and inspiration; Holly has made small business her lifeblood.

Holly's biography

About Holly Tucker

Holly Tucker is best known as the co-founder of notonthehighstreet.com, but with many strings to her bow – mother, MBE, founder of Holly & Co and UK Ambassador to Small Creative Businesses, she is so much more. Believing in the power of [creativity](#) and a champion of small businesses, she is well-placed to discuss entrepreneurialism, e-commerce and innovation in retail.

With a host of achievements under her belt, Holly has successfully made her name as one of the UK's most-respected entrepreneurs. She has dedicated her career to providing a platform for small [businesses](#) allowing them to compete with the big guys.

Incredibly ambitious, she has not stopped at notonthehighstreet.com, moving onto her next venture, Holly & Co. After a decade of building the first business, she has proven she has the secret for serial success, by doing it all again with Holly & Co. The site is an all-compassing destination, a home, for artisans which aims demystify business, connect like-minded creatives across the world and shine a light on small creative enterprises.

In this role, Holly also acts as a mentor, offering 'first aid for business,' sharing her knowledge on a more personal basis and supporting individuals on their journey.

Her business acumen and commercial insight has led Holly to be recognised for a number of awards over the years, most notably by her MBE for services to small businesses and enterprise as part of Her Majesty the Queen's Birthday Honours List in June 2013, and her appointment as the UK Ambassador for Creative Small Businesses by the Prime Minister in 2015. She has also been awarded Entrepreneurial

Woman of the Future Award, EY Entrepreneur of the Year (London and South Region winner 2014), Management Today 35 Women Under 35 Award, Media Momentum Women of the Year, The Google Award for Women in Digital at the Digital Masters Awards, and many more.

Alongside being a successful entrepreneur, Holly is also an author. Having published business books which share her personal stories, she has managed to top both the Amazon and Sunday Times Business bestseller charts. Having inspired over 100,000 entrepreneurs and identified the keys to their success, in her book '*Do What You Love, Love What You Do*', she now wants to help anyone build a business doing what they love, leading to a happier and more fulfilled life. Demystifying the grey world of business, whether you've yet to take your first steps or find yourself stuck in a business rut, this beautiful and vibrant book will allow your dreams to take flight. Holly looks back at her own story, sharing her biggest lessons and proven advice on creating and growing a business. From side hustle to full-time, from defeating your confidence gremlins to creating an empowered community, Holly reveals both the skills and the mindset any founder needs to help their business thrive.

Supporting independent enterprises and believing that changes needs to be made on a grassroots level, she is the Chair of the St Margaret's Traders Association. This association supports and protects its independent high street, it acts as a model that all high streets can seek to emulate. Holly also founded The Happy Bricks Foundation in 2013, a charity set up to improve the lives of disadvantaged children across the globe through access to safe schools and education.

Entrepreneurial, successful and innovative, Holly bridges the gap between business and creativity, helping others to learn from her success. Sharing her story and business insights, she is a great keynote speaker for all kinds of retail, [innovation](#) or e-commerce events.

Holly's talks

- **Holly will share the biggest lessons she's learned along the way as well as advice for those looking to take their next steps on the small business journey.**
- **Positively influencing the creative movement to redefine what it means to be a 'small business'.**
- **Holly's missions are to help everyone build a business doing what they love, encourage consumers to shop independent, empower female entrepreneurship and inspire children to believe in themselves through creativity and entrepreneurialism.**
- **Battling the 'imposter syndrome' as well as advice for those looking to take their next steps on the small business journey.**