

## **British Pest Control Association Statement of Board Candidacy**

**Name: Rebekah Carral**

**Member Organisation: Barricade Pest Control Limited**

**My professional background:**

**Owner/Director: Barricade Pest Control Limited**

**October 2019 – Present**

**Owner of my company with a team of 6 employees based in Edinburgh. A reputable family business with the customer journey at heart. I play a vital role in the overall running of the business alongside my partner Sean. My duties include business management, team management, team development, customer relations, scheduling, stock management, hiring, business growth, business planning.**

**Out with my business I have been a part of the business gateway “women in business development programme”. I am currently on the BPCA EDI committee and have had opportunities such as featuring within local newspapers, radio, TV, and an article in the PPC magazine.**

**Owner/Partner: Barricade Pest Control and Proofing Services**

**April 2017 – October 2019**

**Partnership business with my business/life partner Sean.**

**Between 2017 – 2019 we had no employees, but the success of the business led us to changing our business model and becoming a LLP company. My main duties included the running of the business, business development, diary management, and reputation building.**

**Athlete, Product Presentation Lead, Apparel Coach, PP Lead, Assistant Manager: Nike PLC**

**April 2013 - December 2017**

**During my time at Nike, I received 4 promotions within the space of 2.5 years. I progressed from a full-time sales assistant to head of product presentation within my first 6 weeks of employment. 6 months later I was promoted to supervisor of a new store. I led product presentation for new store openings across the UK. I was selected to represent the UK at the European Head Quarters in Amsterdam for a large product presentation event. Met with Nike buyers to discuss product launches and missing apparel lines within stores. Led store viewing to the European Nike Golf team during the Open held in East Lothian. Led a successful campaign to present and sell Hibernian Football apparel during their Nike sponsorship within the Edinburgh stores. I was promoted to assistant manager for a new store opening in Leeds. Led successful group recruitment sessions for stores. My efforts through product presentation led to store growth which then resulted in moving to other stores to develop and train staff to achieve the same results.**

**Why I am putting myself forward:**

**I believe I would make a good candidate for the BPCA executive board as I can bring further diversity to the board as well as knowledge and experience of the challenges that young people, females, and small businesses face within the pest control industry.**

**I believe it's vital that EDI starts with the board and that the industry is represented and supported by a variety of individuals who all bring diversity to the board that connects with its members and our drive to improve EDI throughout the sector.**

**I believe I would be in an advantageous position to assist with decision making that may support or impact the small businesses within the industry as well as being an advocate for those who do not fit into the stereotypical pest management profile.**

**Being a member of the board would be a massive development opportunity for me, benefitting me not only personally but as a pest control business owner.**

**The skills I bring:**

**I have worked in management and leadership roles since the age of 19. My career within Nike sparked my passion for leadership and the development of others. Since starting my own business, I have been able to implement key skills I have learned.**

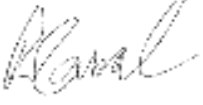
**I have excellent leadership skills and feel confident in voicing my opinion whilst remaining impartial. I am a keen listener, empathetic, and have an ability to read the room in all situations. I am motivated and driven to succeed but also thrive from the success of others. I have positive communication skills. Although my life is hectic raising two small children/owning a business, I do not let this come in the way of meeting deadlines, goals, and targets.**

**If I am elected, I will endeavour to.....**

**I will endeavour to be an advocate for small businesses, young people, and the females of the industry. To contribute to the best of my ability, to bring value to the board, and to raise valid opinions. I am committed to ensure my time on the board is successful and that I am a part of changing the face of the future of the industry.**

**If I am elected, I hope this will encourage a diverse range of candidates from different backgrounds to consider a future within the pest management industry.**

**Signed by candidate:**

A handwritten signature in cursive script, appearing to read "Karal".

**DATE:**

**08/02/2024**