Scottish Firm Chiron Marketing Solutions Impressed By New Drive to Get More Women in Business

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As the leader of the SNP, Nicola Sturgeon releases details of a new initiative to get more women interested in entrepreneurship, sales and marketing firm Chiron Marketing Solutions have reviewed the benefits of the drive and outline why the business world needs more women.

New research shows that women lead nearly one million small and medium-sized businesses in Great Britain. Scottish sales and marketing firm Chiron Marketing Solutions say that female entrepreneurs could play an even bigger role. “We would like to see more female business owners to create jobs and help boost our economy," explains Rob Gowling, Managing Director of Chiron Marketing Solutions. The firm appreciates current initiatives and has made it one of their missions to help reduce the current gender inequality in the business world.

About Chiron Marketing Solutions: http://www.chironmarketing.com/

In November 2015, Scotland's only female business angel group, Women Angels, has launched the Ambition and Growth Conference, which is scheduled to take place on 7 and 8 March 2016 in Edinburgh. The two-day event includes Scotland's first ever pitch competition, 'Accelerate Her', dedicated to female entrepreneurs. Nicola Sturgeon will announce the winner of the competition at Edinburgh Castle. In addition to that, the six finalists will be invited to the Dynamic Earth event later next year to make their case to some of the UK's most successful female business leaders. Chiron Marketing Solutions underline the importance of this event and Government initiatives to support more women to gain ground in the business world.

Chiron Marketing Solutions back the drive to develop more female entrepreneurs. “Women are great communicators," explains MD Rob Gowling. “This is a great advantage when it comes to building relationships with clients, customers and the workforce. Women are great assets to the business world because they see things differently than men, in a more creative and sensitive way. Their multi-tasking ability helps them to manage both business and family at the same time," adds Chiron Marketing Solutions' MD Rob Gowling.

Based in Glasgow, Chiron Marketing Solutions are an outsourced sales and marketing company. The firm supports female entrepreneurs and helps them build confidence in their huge potential to build on Britain's hard-won recovery, creating a much stronger economy and build a fairer society. Chiron Marketing Solutions provide the relevant support and guidance on how to run and grow a successful business and offer women exciting business opportunities. “It is fascinating to see a growing diversity with the rising number of female entrepreneurs," says Rob Gowling of Chiron Marketing Solutions. “With on-going initiatives of UK businesses and the British Government we can look forward to further progress in the coming years."

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Chiron Marketing Solutions

E. info@chironmarketing.com
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