
FREEDOM SERVICES GROUP FOUNDER AND CEO, SAM WHITE AWARDED WITH “OUTSTANDING ENTREPRENEUR”

March 7th 2018. For immediate distribution: Cheadle-born businesswoman, Sam White, was awarded the prestigious ‘Outstanding Entrepreneur’ accolade at the annual Northern Power Women awards at the Hilton Hotel, Deansgate, Manchester, last night (March 6th 2018). An employer of nearly 200 people in the Manchester region, Sam is the Founder and CEO of Freedom Services Group, the parent company of insurance services providers Action 365, Pukka Insure and Freedom Brokers.

Northern Power Women is a dynamic collaborative campaign created to accelerate gender diversity from the North of England by highlighting the need to transform the culture of organisations to increase opportunities for women. They seek to harness all talent, accelerate gender pay equality and provide people with the knowledge and skills needed to drive careers forward, all against the backdrop of the Northern Powerhouse agenda. Each year they gather for the annual award ceremony to showcase role models and best practice within organisations that are helping to drive and leading economic growth. The Outstanding Entrepreneur category celebrates the achievements of industry leading women who are really making a difference within the region.



Commenting on the award, Sam White said: “To say I’m proud and delighted is an understatement, I’m actually blown away and a little bit speechless for once. I’m a huge fan of the work of the Northern Power Women, promoting gender diversity needs to remain in the spotlight. I was pleased to be nominated and shortlisted, to win is quite something else. I’m really happy for my teams at Pukka Insure and Action 365 who have worked tremendously hard during very difficult circumstances over the past 12 months. Their hard work is paying off through the successes of the businesses, regional recognition is the icing on the cake!”

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Simone Roche, Founder and CEO of Northern Power Women, said the 65 finalists including ten award category winners were chosen from among more than 950 nominations, making the competition extremely tough this year. Simone said: “We received a huge number of nominations for our awards this year, especially from the North West, and an impressive increase in the number of men nominated this year.



“Such an amazing response shows the range of incredible women and men working to promote gender equality in and from the North. Of course, that made it tough for the judges, but our winners are an incredible group of people and I am so happy and proud to see and help promote the amazing work they’ve been doing.”

After setting up her first business aged just 24, Sam continues to be driven and powered by a desire to fundamentally change the insurance industry for the better. A staunch supporter of equal rights and the promotion of diversity throughout the work place, 67 per cent of Sam’s directors are women with the Freedom Services Group workforce comprising of 53 per cent male, 47 per cent female.

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Useful links:

www.action365.co.uk

www.pukkainsure.com

www.northernpowerwomen.com

The complete winners list for the 2018 Northern Power Women Awards:

- Erika Rushton, Baltic Creative CIC – Transformational Leader sponsored by EY
- Faye Jenkins, BAM Nuttall – One to Watch sponsored by Northern
- Swapbots - Innovation
- Sam White, Pukka Insure – Outstanding Entrepreneur, sponsored by Santander
- Zara Crane Davies, Working Chance – Head of Office – Mentor of the Year sponsored by Excelerate Labs
- Draw & Code – Small Organisation sponsored by NatWest
- Kim Leadbeater, More in Common Batley and Spen, Chair – Person with Purpose
- Spencer Group – Medium Organisation
- Rob Mukherjee, Vodafone – Agent of Change
- Sky – Large Organisation sponsored by Morson

Sam White Background

Northern Power House Outstanding Entrepreneur 2018

Shortlisted for Northern Power House Outstanding Entrepreneur 2017

Business Insider's 42 under 42, 2016

Shortlisted for Insurer of The Year, Modern Claims Awards 2017 (Pukka Insure)

Finalist, Insurance Times Tech and Innovation Awards 2017 (Pukka Insure)

Shortlisted for the Insurance Personality of the Year, British Insurance Awards 2017

From a financial perspective during 2016 Action 365 turned over £10million and generated an EBITDA of £770k and employed 130 people. During 2016 Sam successfully launched Pukka Insure Limited, a Managing General Agent based in Gibraltar selling Commercial Vehicle insurance. In the first 10 months of trading Pukka sold over 14,400 policies with a value in excess of £9m of Gross Written Premium.

Operating a meritocracy is important to Sam, she fundamentally believes in rewarding the people who work hardest within the businesses. Individual team members are routinely recognised and incentivised with a wide variety of different benefits. In addition to rewarding individual achievements, Sam has also put a profit share scheme in place with Pukka Insure, cleverly ensuring that the team who work for the company benefit directly and significantly from its success.

Philanthropy is also a key consideration to Sam, a foundation benefiting from both Pukka Insure and Action 365 is in the process of being established with the goal of supporting some of the most worthy human rights causes locally and internationally.