



# ANNA STELLA

Founder of BBSA®, President of the BASA Awards®, Host of the Best of Business Show.

Anna Stella is an award-winning marketing expert, academic researcher, and founder of the global marketing outsourcing agency BBSA. She is also the president of the BASA Awards® and host of the hit YouTube show “Best of Business Show.” She has worked across an array of industries from the very large, such as Volkswagen, RICS, and the Government to working as a marketing expert for over 2,100 small businesses across the globe.

As the founder of BBSA, she advises business leaders, small companies, and researchers on how to market their products and tailor their solutions according to consumers’ evolving needs, and build effective commercial strategies.

Recently appointed as the President of the BASA Awards®, she’s keynoted on screens around the world, including GSA, Small Business Expo, The Great Business Expo, GWE, and more. She is a regular guest contributor to Forbes. She is due to publish her first book *Stellar Marketing: 23 Definitive Rules for Small Businesses*, in 2025.

Anna holds an MBA in Marketing from Henley Business School, a Master’s Degree (MA) in Strategic Marketing Management from Kingston University, and a BA(h) in Marketing from Nottingham Trent University. She is currently completing a Doctorate of Marketing in Marketing Outsourcing at Strathclyde University.

For more information [anna-stella.com](http://anna-stella.com)

## Speaker Experience

- American Marketing Association
- The Small Business Expo
- The Great Business Show
- Global Sourcing Association
- Enterprise Nation
- Arab-British Chamber of Commerce
- The Italian Chamber of Commerce
- Global Entrepreneurship Week
- LAX Coastal Chamber of Commerce.

## Awards

- EXECUTIVE OF THE YEAR - International Business Awards - Stevies (2023)
- ENTREPRENEUR OF THE YEAR - Globe Awards (2023)
- CEO OF THE YEAR - Best of Small Business Awards (2023)
- MARKETING AGENCY OF THE YEAR - Best of Small Business Awards (2023)
- f:Entrepreneur Top 100 (2024)
- 10 MOST TRANSFORMATIONAL CEO OF THE YEAR - exelon (2023)
- INSTITUTE OF DIRECTORS Henley Competition
- MARKETER OF THE YEAR - Titans Awards (2024)
- MAVERICK OF THE YEAR - American Business Awards Stevies (2024)
- FEMALE ENTREPRENEUR OF THE YEAR – Women Business Awards - Stevies (2023).

## Championing Small Business Marketing

### KEY THEMES

MARKETING	STRATEGY & PLANNING
SMALL BUSINESSES	DIGITAL MARKETING
ENTREPRENEURSHIP	BUSINESS GROWTH
OUTSOURCING	INTERNATIONAL BUSINESS

To book Anna to speak at your event, please email [press@bbsa-marketing.com](mailto:press@bbsa-marketing.com)

## Brands We've Worked With

Anna has substantial marketing expertise and experience with 2,100+ clients, including large organizations, small companies and startups.



## As Seen On



# ANNA'S WORK

## BBSA®



Small company, little time? Win new clients. Hit your targets. Grow your business.

BBSA® is a full-service outsourced marketing agency that supports a wide range of companies with both strategy and marketing implementation that is cost-effective and maximizes reach.

BBSA®'s monthly packages, which include solutions from marketing strategies and plans to lead generation activities, email marketing, content marketing, and social media, allow you to leave your marketing in the hands of award-winning experts.

BBSA® is a marketing agency with global outreach and offices in the U.S., United Kingdom, Virgin Islands, and Hong Kong. Visit [bbsa-marketing.com](http://bbsa-marketing.com) to learn more.

## BASA AWARDS®



The BASA Awards® celebrate excellence, resilience, creativity, and passion within the global small business community. With a wide range of categories, the awards recognize businesses from all sectors for their invaluable contributions to the nation's economy and society. The BASA Awards® run four awards programs: Best of America, Best of Australia, Best of Canada, Best of UK.

For more information visit [basawards.com](http://basawards.com)

## THE BEST OF BUSINESS SHOW



The Best of Business Show is a YouTube hit show that brings you the best business guests in the small business world.

Every week, the #BestBusinessGuests come together to offer you advice from the real business world. They have been there, done it, and are now happy to share their hard-earned knowledge.

#BestBusinessGuests include award-winning CEOs, legendary self-made millionaires, notable marketers, seasoned small business owners, and you - the smartest audience in the small business world.

Anna Stella and her crew at BBSA® are on the hunt for the best small business talent to share practical advice, to help you progress in your business journey.

Subscribe for show times here [bobtv.show](http://bobtv.show)