

Press release

Issued: 22/01/2020 for immediate release

f:ENTREPRENEUR LISTS CHRISTINE MACKAY OF ETON ANIMATION STUDIO IN UK'S TOP 100 ENTREPRENEURS

Christine MacKay, CEO at Salamandra.uk has been named in f-entrepreneur's #also Top 100 list, which celebrates the UK's inspirational and multi-achieving female entrepreneurs. Christine, who has had a varied career spanning multiple countries and industries, has been recognised for both her business accomplishments as well as her dynamic journey.

Falling in love with animation as an impressive medium for B2B visual communications, Christine started Salamandra.uk, an Animation and Design studio, back in 2014. Since then, Salamandra.uk now has 2 studios, based in Eton and Dundee, and works with brands in 17 industries.

Christine continues to pioneer the business, as well as sharing her expertise to help other aspiring professionals. Most recently, Christine was a live-stream panellist for the Royal Television Society (RTS), sharing her tips on how to get ahead in Animation and was asked to be a London Regional Judge for the RTS Student Television Awards 2020 at Channel 4.

The aim of f:Entrepreneur is to showcase multi-achieving women like Christine in the #also100, to provide lessons of challenge and success for all small business founders – both men and women.

The campaign is built around a programme of content, stories and events including roundtables, Q&A sessions and panels as well as larger all-day events throughout the year. This year the campaign will be holding its biggest ever event in London in the week leading up to International Women's Day.

On being nominated, Christine said:

"It's humbling to be included on f-entrepreneur's Top 100 Female Entrepreneurs, amongst such inspirational women! It's a great opportunity to connect and to learn from one another."

Talking about her career success, Christine said:

"You've got to find something that people want, that you are passionate about, where you and your team can shine and always over and above what is expected."

"Animation is like Ice Cream. Mentioning either of them will make people's eyes light up. In B2B, Animation is the modern version of jingle - remember those from your childhood that if you still sing, you can still remember the brand? That's powerful branding!"



f:Entrepreneur founder Michelle Ovens MBE said:

"I am delighted to reveal f:Entrepreneur's second annual #also Top 100; the trailblazers demonstrating that entrepreneurialism is a space being reinvented by women.

"The stories of these women are incredibly inspirational and reach outside the traditional bounds of business, including a number of cancer survivors and carers, amongst many other people who do so much more than their day job.

"This is a campaign that highlights the work of incredible women, but it is not only aimed at inspiring other women.

"This is for men too; showing everyone that even in the toughest situations in life, it is entrepreneurs who are the people that not only survive but thrive, creating purposeful small businesses and supporting their communities every day."

ENDS

Note to editors:

About Salamandra.uk:

Salamandra.uk is an Animation and Design studio based in Eton and Dundee.

Salamandra.uk works as a visual content agency for FTSE 100 companies, start-ups, Advertising and PR agencies alike, creating tailored animated content (in 2D, 3D, Stop Motion, Motion Graphics, AR and VR) and offering a full design and branding service.

From children's book illustrations to corporate explainers, training videos or epic presentations, this talented team of creatives produces unique and powerful visual productions for any platform.



About f:Entrepreneur



Michelle Ovens set up the f:Entrepreneur Campaign, which launched on International Women's Day 2017, because of the growing sense that there should be more recognition for the power women who run so many businesses in the UK.

The goal of the campaign is to celebrate the dynamic and inspirational businesses led by women in the UK.

It is aimed at both men and women, because everyone has something to learn from these stories of challenge and success.

Through events, content and story-telling, f:Entrepreneur showcases role models to help and inspire all small businesses.

Please email sam@salamandra.uk / hello@salamandra.uk or phone 01753 444 327 with any enquiries or for additional photos.