

The Above and Beyond Bromley Business Awards' Committee



Laretta Wright

Laretta launched the ABBBAs after identifying a lack of business recognition in the Bromley borough – and felt that local businesses deserved to be highlighted and celebrated. With a career spanning over 20 years in journalism, Laretta is Publisher at *Life In...Magazines*, Editor of 3 magazine titles, host of the *The Little Big Show* on Bromley Radio and a regular community volunteer. At home she enjoys baking, reading self-development books and planning her next travel adventure.



Aysha Best-Forbes

With solid experience in sales, programme management and client experience, Aysha takes great pleasure in ensuring the smooth running of projects. She is passionate about excellent customer service and loves celebrating the achievements of local businesses. She is a keen linguist and enjoys great vegan food, relaxing in the sunshine and meditation.



Kristel Valaydon

Kristel is a brand marketing, comms and PR geek, and has worked with a diverse range of clients across B2B and B2C sectors, both in the UK and internationally. Her company, KV Comms, helps brands build their community through connection in their comms. Kristel has lived in Petts Wood for 15 years, enjoys healthy living, spending quality time with family and friends, finding great local food gems and likes to eat dessert first.



Michelle Simpson

Michelle has a background in event management, sales and fundraising. She is well known in the Bromley community having worked for a local charity for many years, and also as a regular on the networking circuit. Michelle has lived in the borough for most of her life and is a great supporter of everything local. When she's not working, Michelle enjoys socialising with friends and family, reading, travel and scuba diving.