

Founded in 2008

# SmartPA®

## Media Pack



## Who we are

We are the largest global provider of remote support to thousands of businesses worldwide, offering personal assistant (PA) services for companies of all sizes. Based in Edinburgh, our business process outsourcing (BPO) is in 20 countries with more than 3,000 clients and a roster of 50,000 PAs. Our SmartPAs are CPD Accredited.

## What we do

We are the original pioneer of the home-based remote workforce. Our goal as an ethical employer is to deliver sustainable employment across the globe with a fair wage above national averages. We deliver face-to-face and virtual training from SmartPA certified coaches to PAs around the world. Staff are mainly recruited on a partnership model, which evolved from a franchise model, meeting a growing demand from women returning to work after a career break, whether post-maternity or redundancy.

## Our services and areas of expertise

- Personal assistant services and time management
- HR, bookkeeping and payroll
- Call centre and back-office support
- Female empowerment
- SMEs and business start-ups
- Sector trends including finance, legal, property and hospitality
- Working from home

## How it began

When Sarra Bejaoui started her career as a receptionist with an Edinburgh design and marketing agency, she always knew that one day she would own run her own business.

Driven by Sarra's passion for people, that same office building is now the headquarters of SmartPA.

Read our origin story here:

[www.smart-pa.com/uk/about-us/our-origin/](http://www.smart-pa.com/uk/about-us/our-origin/)

## Our mission and vision

Our mission is to change the way the secretarial and business support sector is perceived, experienced and valued. Our vision is to create empowered and successful individuals and businesses affecting positive change globally. That's why we are planning to open a not-for-profit centre in Uganda to train 20,000 women.

## More information

- Find out more about SmartPA here: [www.smart-pa.com/uk](http://www.smart-pa.com/uk)
- Contact our media team: Alan Roden or Tom Martin at: [team@quantumcommunications.co.uk](mailto:team@quantumcommunications.co.uk)



## How we can help the media

We can provide interviews and expert commentary on topics including the PA sector, home-based working, female empowerment, corporate social responsibility (CSR), and the Scottish business market. We can provide case and facilitate filming and broadcast opportunities.

### Spokespeople include:

- Sarra Bejaoui, Co-founder
- Andrew Wright, Co-founder