Debra Charles (Novacroft)

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Founded in July 1998 by Debra Charles, Novacroft in Northampton specialises in data processing and management in the transport ticketing market. The company produces photocards for Transport for London (TfL), the Association of train Operating Companies (ATOC) and the Scottish Government.

Debra's interests include people development, exploring market opportunities to create Novacroft vision and strategy. She adores fast cars, high tech gadgets and having fun.

Her honours and awards include:

- Women of Worth Innovative Business of the Year 2007
- Winner EMDA High Growth Business 2009
- Shortlisted for Company of the Year:
  Innovation & Technology for Growing *Business magazine.
- Winner of National Business Awards -Employer of the Year for Wales, Midlands and East Anglia regions

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