

# Lord Sugar's first apprentice Tim Campbell set for new series

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The first winner of the BBC's *The Apprentice*, Tim Campbell, has been appointed to Lord Alan Sugar's boardroom to stand in for Claude Littner.

Mr Campbell, who is the co-founder of Bristol-based tech firm Iternal, will replace Mr Littner who is recovering from surgery following a cycling accident in April.

He will join Baroness Karen Brady to help advise Lord Sugar on the credentials of the latest intake of hopeful apprentices when the programme returns for its 16th run on BBC One early next year.

Commenting on his new role, Mr Campbell said: "I wish Claude every strength while he recovers from his surgery and I'm excited to get back in the boardroom and help find the next winner of *The Apprentice*."

"It's been 15 years since I won *The Apprentice* which feels like a lifetime ago, so I've got a lot of stories to tell."

After becoming the first contestant Lord Sugar hired back in 2005, Mr Campbell worked for the business magnate's

electronics firm Amstrad for two years.

He has gone on to serve as a social enterprise ambassador for the government and set up a charity called Bright Ideas Trust, which helps disadvantaged people aged 16-30 build their own businesses.

Mr Campbell has also co-founded digital marketing agency Marketing Runners and social media platform Iternal, which is based on Victoria Street near Bristol Bridge.

Mr Campbell said: "As excited as I am to find the next apprentice, I'm also excited for the work we're doing with Iternal. Bristol has rapidly become an international tech hub and Iternal is right at the centre of it."

Paul Wiseall, co-founder and managing director of Iternal added: "I couldn't be prouder knowing that Tim will soon be advising Lord Sugar in front of millions of people every week.

"The Iternal team gets the privilege of his advice and leadership every week and we can't wait for the world to be reminded of the endless energy and business smarts Tim embodies."

Mr Campbell's other media appearances includes a documentary about his first year in his role after winning the show called *The Apprentice: Tim in the Firing Line* , as well as a special edition of *The Apprentice for Comic Relief* .

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