

MBE for business guru and social mobility advocate.

Communications guru, podcast presenter, renowned author, comedian and former pop artiste Paul Boross has been awarded the MBE for services to Business and Social Mobility in the New Year's Honours List.

Paul's work with unemployed young men in the Sky TV series School of Hard Knocks, with disadvantaged young people at the charity So You Want To Be In TV? and mentoring the young female founder of children's charity The Sparkle Foundation, has changed many lives for the better.

He is, of course, also known as half of the Calypso Twins pop duo, alongside TV chef Ainsley Harriott. The pair of childhood friends had a huge hit in 1990 with the legendary World Party (they reunited in 2019 to perform the theme music to Ainsley's Caribbean Kitchen on ITV).

"In 2020, 50% of The Calypso Twins were honoured with an MBE. In 2023 that will have increased to 100%!" Paul quipped. They still live around the corner from each other in Wandsworth, south London, and have been best friends for 50 years.

Paul is also well known as one third of the comedy music trio Morris Minor and the Majors who had hits with Stutter Rap and This Is the Chorus.

It is Paul's work on social mobility, however, that is now very close to his heart, and the origins of this passion go back to his roots. His 91-year-old mum Helen grew up in the East End of Glasgow while his late father Laszlo was a Hungarian refugee who escaped after the Soviet invasion of 1956.

School of Hard Knocks (SOHK) is a Sky TV programme where British rugby legends Will Greenwood MBE, Scott Quinnell and Paul travelled around the country, turning a group of unemployed young men into a rugby team to teach them the skills and values they needed to get jobs. After nine series, half of those taking part found their way into permanent employment. Paul was a presenter on the show, specialising in motivational psychology and confidence, and is still a Business Ambassador for the SOHK charity that operates alongside it.

So You Wanna Be in TV? is a media, social enterprise that has put 6,000 young people from the 17 most deprived boroughs in London through free employability skills training. Some have gone into paid jobs, internships and apprenticeships in television and the creative sectors. Founder Rioch Edwards-Brown states, "Paul has been

invaluable in helping the charity build the corporate links that are vital to funding its programmes, as well as being a tireless mentor.”

Paul has supported The Sparkle Foundation in developing communication and media skills to get out its message to save children’s lives in Malawi, southern Africa. His skills have been pivotal in securing more investors to fund the vital project.

Equally important is his corporate life, trading as The Pitch Doctor and acting as communications adviser to a roster of international clients including Sony, Virgin, Vodafone, Google, HSBC, Investec, ARM Holdings, Barclays, the BBC and WPP Advertising. He has worked with hugely successful entrepreneurs and CEOs, improving their ability to win business through conference speeches and presentations – with clear benefit for the UK economy.

“I wouldn't have been granted the MBE without all that I owe to my mum and dad, as well as all the disadvantaged young people that I have mentored and trained over the years,” Paul said. “I hope it will allow me to do so much more of this, and to help businesses and charities advance their social mobility agenda too.”

Paul's most recent book, Humourology, is a study of the business value of humour, based on his successful podcast of the same name which has featured such guests as Lord William Hague, Deborah Meaden, Alastair Campbell, Tessy Ojo CBE, Alastair McGowan, Lord Danny Finkelstein, Arthur Smith, Jo Brand, Dame Arlene Phillips, John Lloyd CBE and Sir Tony Robinson.

Note to Editors

Paul Boross aka The Pitch Doctor is available for interview on 07770 303128 / paul.boross@bigsky.me

The Calypso Twins were a hit pop act of the 1980s and 1990s, playing all the big clubs/theatres in London and in the US (the Comedy Store, Jongleurs, The London Palladium, NY Improvisation, Catch A Rising Star etc.)

Watch them perform World Party

here: https://www.youtube.com/watch?v=7_HUlwLNqkA

Morris Minor and The Majors: <https://www.youtube.com/watch?v=JAIOzM7SsMo>

School Of Hard Knocks charity: <https://www.schoolofhardknocks.org.uk>

The Sparkle Foundation: <https://sparklemalawi.org>

So You Want to Be In TV (social enterprise):

<https://www.linkedin.com/company/so-you-wanna-be-in-tv/>



HUMOUROLOGY
PODCAST

PITCH
DOCTOR.

PAUL
BOROSS
Inspiring growth
through communication