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Dr Andreana Drencheva is a Senior Lecturer (Associate Professor) in Entrepreneurship at King's College London (UK). She is a leading researcher, educator, and commentator on purpose-driven entrepreneurship.

Her research interests focus on how individuals start purpose-driven organisations and navigate the tensions between profit and purpose, while maintaining their wellbeing and sense of meaning. Her research has appeared in leading journals such as *Business & Society*, *Entrepreneurship Theory and Practice*, *Journal of Business Ethics*, *Journal of Business Venturing*, *Journal of Small Business Management*, and *Journal of Social Entrepreneurship*. She has secured over £350 000 in competitive funding from internal and external funders, including Arts and Humanities Research Council and British Academy, to support her own research and the research of doctoral students.

She has contributed to or was featured in BBC Radio, The Conversation, The Pioneers Post, The Alpine Review, Sustainable Brands, The Happy Startup School, Leaders Now, Society Matters.

She frequently provides research insights on purpose-driven organisations to audiences in academia, business, and civil society. Her passion is working with support organisations, such as Impact Hub and Social Innovation Movement, to co-create services, programmes, workshops, and toolkits that help (aspiring) social entrepreneurs to develop their ventures, while maintaining their wellbeing. She has significant experience in working directly with (youth-led) purpose-driven organisations that enable positive climate action, tackle the refugee crisis, and promote inclusion in the cultural and creative industries.

She is an advocate for engaged scholarship and the opportunities to catalyse positive social change through academic research, which she is open to speaking about.