

PRESS KIT

Sabrina Stocker

Sabrina Stocker builds AI into UK small businesses, live, after rebuilding her own agency around it.



WHO SHE IS

Short bios, ready to copy

25 WORDS

Coach turned founder Sabrina Stocker rebuilt her agency around 27 AI agents when AI came for it. She builds AI live with UK small businesses.

50 WORDS

Sabrina Stocker built the UK's largest tennis events company, then lost almost everything in lockdown. She started again from DMs and grew Two Comma PR into a thriving agency. When AI came for it, she rebuilt it around 27 AI agents. Now she builds AI live with UK small businesses.

WHAT SHE CAN TALK ABOUT

Stories she can tell

The founder who blind-tested AI on her own clients

HER LINE *"It was my writing team it was coming for."*

In 2023 Sabrina spent three months quietly training an AI on her agency's work, then sent clients its version and her team's without saying which was which. Most chose the AI. She rebuilt the agency around it, and it now runs on a small team and 27 AI agents.

GOOD FOR business news, tech, the future of work, podcasts.

Why the UK is asleep on AI

HER LINE *"How early we are but it worries me how late we are."*

Sabrina has worked with founders across many industries through Two Comma PR. Her take on why UK small businesses are waiting on AI, what the wait costs them, and how they can get in through the side door.

GOOD FOR opinion, business news, regional radio and phone-ins.

What AI really saves a small business

THE STORY *She asked an AI agent to find every subscription her business was paying for, then which ones they didn't need: "pretty much half of them."*

When money is tight, what can AI actually save, and what can't it replace? The honest version, with real examples, and without the job-loss scare.

GOOD FOR personal finance, cost of living, consumer shows and business news.

SEEN ON AND SPOKEN AT



BBC One's The Apprentice (2018, semi-finalist)

Mindvalley, speaker and instructor: 1 Billion Summit, Dubai (2026) and Tallinn

House of Lords, AI and entrepreneurship panel (May 2026)

Earlier: Google and Microsoft. AI Profits rooms in Peterborough

100 and 150 words

100 WORDS

Sabrina Stocker is a coach turned founder. She coached tennis for six years, built the UK's largest tennis events company and was on BBC One's The Apprentice. Then lockdown stopped every event and she lost almost everything. She started again by DMing about 50 people a day from Egypt, and grew Two Comma PR into a thriving agency. In 2023 she blind-tested AI on her own clients, and most chose it over her writing team. So she rebuilt the agency around 27 AI agents. Today she builds AI live with UK small business owners, from Peterborough training rooms to Dubai.

150 WORDS

Sabrina Stocker is a coach turned founder. She spent six years as an LTA Level 3 tennis coach, and built My Tennis Events into the UK's largest tennis tournament provider. In 2018 she was project manager three times on BBC One's The Apprentice.

Lockdown stopped every event, and she lost almost everything. She started again with Shopping Slot, then Two Comma PR, which she grew from about 50 DMs a day into a thriving agency for founders.

In 2023 she blind-tested AI on her own clients. Most chose it over her writing team. So she rebuilt the agency on a small team and 27 AI agents.

Today she builds AI live with UK small business owners, and has spoken from the 1 Billion Summit in Dubai to a House of Lords panel. She has been headhunted to become an MP three times, and said no each time.

FOR THE HOST

Spoken intro

Our next guest coached tennis, built the UK's biggest tennis events company, and lost almost all of it in lockdown. She started again by sending about 50 DMs a day, and built a PR agency that thrived. Then she watched AI come for it, so she rebuilt it around 27 AI agents. Today she's going to build something live, right here, with one of you. Please welcome Sabrina Stocker.

TOPICS

What she can talk about

- The day her clients chose the AI
- Why the UK is asleep on AI
- What AI really saves a small business when money is tight
- The first job to hand to AI, and the ones to keep human
- A business built live with AI, on air

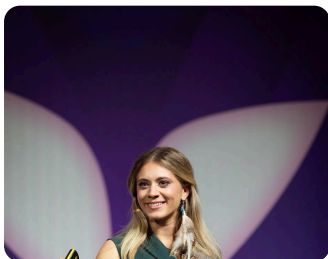
LIVE ON AIR

Bring a real job

If there is room in the segment, give her a real job from one of your listeners or readers and she will build it live, in plain English.

PHOTOS

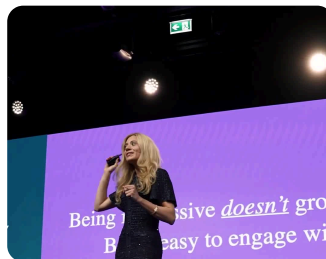
Headshots and stage



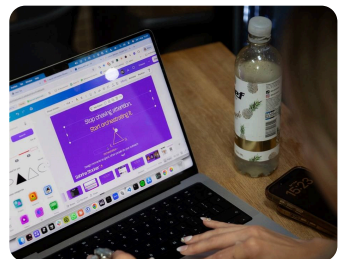
Sabrina Stocker, portrait.



On the AI and entrepreneurship panel, House of Lords, May 2026.



On stage at the Mindvalley 1 Billion Summit, Dubai, 2026.



Building with AI, live.

PRESS DESK

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