

Trust Magazine #2/2022 | Tidningen som hyllar entreprenörskap

Trust



Branschvinnare
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// **Tareq Taylor**
Med smak
för framgång

// **Danny Saucedo**
En musikalisk
entreprenör

// **Angelica Carr**
Stjärna på slottet

Locksmith for the purpose and responsibility

What's a ball at the castle? Certainly wonderful, but given the choice, we'd rather skip the ball and sit in Château de Beauregard's cinema lounge with owners Angelica and David Carr. Eating delicious home-cooked food made with local French ingredients and drinking wine from the neighbouring Châteauneuf-du-Pape. Did we mention that Angelica is from Bjästa, in the municipality of Örnsköldsvik?

TEXT: MARIE ARPNÄS / FOTO: TOBIAS IVARSSON,
BINDEFELD

Porträtt /Angelica Carr

We take it from the beginning. The beginning of the stay at the Chateau de Beauregard in beautiful Provence, from the first check in we immediately feel at home, yet away.

We are greeted by a smiling Margot, who is the all-in-one star of the house. She lives with her husband Nick in an apartment next to the castle she explains as she carries our suitcases up the stone steps. The fabulous lunch buffet we are about to eat is largely made from ingredients from the site. And it's the same Margot who was at the stove before our arrival and is now serving our lunch. I've stayed in castles before, even in France. But Château de Beauregard is something else. The first building dates back to 1499, but the transformation into a real castle began much later. 1763 a family from Florence bought the place and we still find their family coat of arms, a fox on the facade.

Even though we know we're going to visit Angelica Carr and her husband David, it feels strange to be welcomed in English in this primitive French place, where we feel surrounded by the winds of history.

– A warm welcome! Hope your journey from Nice went well, says Angelica as she meets us on the run. Make yourselves at home and meet us in the garden in a little while. You must be both hungry and thirsty. Francophiles from two cultures.

The rooms in the castle, 14 of them, are adorable. Castle-like, but without being overly and chic. We will look at most of them, but I myself feel that I have drawn a real winner with my Chambre des Oiseaux, the Bird Room, where the bride and groom usually sleep. The white birds are preserved up on the ceiling and the whole room exudes serenity and harmony. Next to the Bird Room is the creative music room with a grand piano as the focal point.

David plays the piano and has music in his blood.

Playfulness reflects the whole castle and it is a pleasure to experience the old and traditional meeting with the new and modern.

Spiced with a large portion of feeling and preserved childlike spirit.

– How nice to have you here! Let's start with a little Champagne before we take you on a tour of our "property", says Angelica, smiling as David serves us well-chilled champagne.

It's a close-knit couple, English David and Angelica from Ångermanland. They met in adulthood, via an exclusive matchmaking, and have six children together.

Their son Alexander is their common son. David has the CEO role in the financial financial company Gale and Phillipson, where both spouses are major shareholders, and Angelica also runs her own company Aim Europe with global coaching for executives/teams and business seminars.

– You might wonder what the two of us are doing here.

And why we bought a castle in France? We both love France, which became even clearer when a few years ago we went to Burgundy on a wine tour. David's

mother has taught in Avignon and I studied in Paris myself, among other places. To buy a castle on French soil felt like a tantalising thought.

You understand quite early that thoughts become into action when you meet this couple.

They were going to spend some time and research to find the right place, but the first chateau

building on the list was Château de Beauregard. And they fell in love.

– You can see for yourself. What else can you do but not love this place? With a preserved several centuries of the warmth, the light, the smells and the almost romantic glow that the place gave, it was impossible not to. We decided over lunch in the adjoining Châteauneuf-du-Pape and have not regretted our spontaneous whim for a second.

Passionate cultural interest.....

During lunch we hear the frogs in the small little pond in the courtyard that are crying out for attention.

. The couple's black poodle Maki settles comfortably on my bag and in the garden the horses graze freely. I can pinch my arm and understand why the Carr couple fell in love with the castle and its surroundings.

– "You wouldn't believe it today, but here, the Patio des Aromes, was originally a disco. We have transformed this area into a herb garden and fountain" says David, shuddering at the thought.

– We've realised more and more what a gold mine we have in and around the castle, adds Angelica. A lot of goodies on the buffet, Margot has created with the help of our home grown ingredients. The eggs, the strawberries, the peaches, the olives, the figs, the apples, the spices. You name it!

The couple work in London, have their home in

Paris, own a long-standing summer paradise on an island off Vaxholm – where we are a few months later we will be invited – and goes to their French chateau when they need to unwind and when they transform the place into business space for some of the workshops, conferences and board meetings. They realise they are privileged but both work hard and a lot. They share passion for art, theatre, music, books and film. Having their own cinema with



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minibar and popcorn machine could be a smart way to attract visitors. But we understand that the family has also been staying a lot there themselves, watching movies together during the pandemic. We conclude our own weekend with a movie night together with the Carr couple and Sideways, about a journey through the wine regions of California.

- We appreciate being able to land, let go of the demands and the fast pace between turns. You'll soon notice it too, that you can't be stressed in this place.
- It's not like we just bought a castle for our own sake. We have arranged our own corporate events here and seen wedding couples rejoice in a romantic setting. We welcome guests who want to discover all the beauty on offer in our vicinity and we have a responsibility to preserve and invest in Beauregard's past and future.

Swedish heart and soul
It is with love and warmth that the couple talk about the castle. The joy and pride
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of owning a part of the architectural and cultural heritage, but also responsibility for future generations.

- David and I are still learning about the culture and history around us. We know that the locals know about the castle and its surroundings, but that it has not been so accessible. That's why we are extremely pleased to have initiated a partnership with the mayor of Jonquières, in order to revive some of the most important historical traditions and cultural events.
- We had a public Easter event here this year and it was so much fun to talk to new and old villagers who shared their memories and stories linked to the place and the castle. The children went on an egg hunt and got to visit the animals. Incredibly appreciated – by all parties, says Angelica, introducing all the horses that we pass by name.
- We eat and talk. We walk in the garden and talk. We sit by the pool with a glass bubbles and talk. We go wine tasting

together but out of respect for the guide not to talk for a while. It is possible to fill half the magazine with Angelica and the couple's and their amazing journey together. We pick and highlight all the experiences.

- Although we live and work in France and England, I am very Swedish in spirit and heart. I was born in little Bjästa, Ömsköldsvik, but I grew up in Nordingrå in the heart of Höga Kusten. I had a good upbringing and would call my father a bit of an entrepreneur. He worked with young people with and created his own school system. In addition to filming and creating a nature scene at the foot of Skuleberg. Having purpose in life was something I learned early on. Purpose and responsibility, which I've brought into professional life.
- In my youth, I worked summers at tourist office in Nordingrå and the High Coast lig– is still close to my heart. David and I have blended our two cultures through







"A good pre-culture can make a difference for a company's success, as well as a bad culture can lead to low performance and high staff turnover."

to add another one, says Angelica, laughing. laughs. So, as you may have noticed, there are a lot of Swedish and English here at the castle.

Purposeful culture

We return to "purpose". Gale and Phillipson is an independent marketing investment management firm that provides services to personal investment clients. In England, the equivalent is to the Swedish Financial Supervisory Authority, FCA, which ensures that all rules are followed and monitors how people access and use financial services,

– As with many agencies, the FCA has been very much in favour of rules, numbers and boring facts. But now things have changed. From

the first of July 2022, all firms must demonstrate that they have and are working with "purposeful culture", which will rub off on other European countries.

– I, who have always advocated purpose, will be a sense of what-if. A good example culture can make a difference to a company's success, just as a bad culture can lead to low performance and high personal turnover. This is what I lecture a lot



for business leaders and stress the importance of putting the customer first and the employees well-being.

Angelica talks about finding the red flags in companies and that differences can be good. She specialises in integration in Mergers & Acquisitions (M&A), where culture is often the key to success.

– For example, when you merge key people from two equivalent companies departments, many may feel uneasy, but it

often creates good energy. As for leadership I want to see a strong one that creates purposeful cultures where it is safe to speak out and where diversity is encouraged and listened to.

– In a merger, where it creates fear and insecurity, I look at it from a management perspective of the management team, but I always have a presentation to all employees. It's really... important to include, to make people understand that they can have an impact, being active and asking



Angelica och maken David Carr

good at getting teams to work with each other and has many valuable contacts that often lead to assignments.

– I am constantly developing and now thinking "can I do this in French?". But I realise that time is not really enough. After all, we have six children, a company in England, a place to live in Paris and this paradise," says Angelica, seeing anything but stressed.

– By the way, David has been awarded the title Entrepreneur of the Year in England three times.

– We're efficient people, so this meeting at the pub or Tinder was never on the table. We hired the English reputable dating agency Drawing Down the Moon, where our values and interests led to a match.

– The idea is not to talk on the phone with each other, but David called

me: "Can we book our first date on the tele...on our first date?" Clear, to the point – and it was love at first sight!

We spend almost every day together and later meet on Swedish soil, in the couple's summer house in Stegesund. It is an exaggeration to call Angelica and David a super-sympathetic and hospitable friendly power couple. If, like us experience a little adorable part of the para–you can get married, have a kick-off, participate a workshop organised by the couple, take bring your family or just be at beautiful Château de Beauregard. If you're lucky you might be able to squeeze in one of Angelica's yoga classes too, as she is an instructor with her own company, Aim Yoga. Of course. Is there anything this enterprising woman can't do?

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questions. Taking responsibility!

We continue to talk about purpose and responsibility,

but we slip back to Angelica's earlier career, and that she obeyed her godmother's advice

when she was young.

– My wise godmother told me to go study abroad, discover the world.

So when she passed away and I inherited some money, I went to my parents and said I would move to the United States and study in Oregon.

– I didn't stay in Oregon.

I came home to Nordingrå one summer and continued working at the tourist office. Then it was both Kungsholmen and Sorbonne

before I was back in the States. Then in Washington DC to study international marketing.

The spider in the web

Angelica says that everyone's goal was to get

internship in Washington, and she did it. She built on her studies with management and French, the latter in London, and after a while in various exciting roles, she was asked "why aren't you business coach?". So she became one. Now let's fast forward the story a bit.

– Startups and mergers are my

stuff. When I coach, I keep it on a level so it's concrete. And easy to understand. It's so easy to forget about the software in companies. If you don't get the employees on board

it doesn't work, and management doesn't work no joints work.

– I'm a bit of a link between employees and the board, and I've always had to nag this culture thing. It plays

no matter where I work – it's the same cultural issues. A lot of it is also about the ability to adapt to change.

Angelica knows her strengths and calls herself a spider in the web. She is

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