

JO CAMERON BEng, Chartered MCIPD, MA



Jo Cameron is a well-known entrepreneur and media personality. She is an author and professional speaker and is a regular contributor on TV and Radio.

She has grown a credible business portfolio in a very short space of time. She has helped thousands of women increase their confidence and self belief with the company that she co-founded with Business Partner Lisa Ibbotson, Women on Their Way Ltd. Its primary aim is to improve women's representation in professions and sectors where they are under-represented. The inaugural event in February 2009 received support from the British Prime Minister, Gordon Brown and attracted tens of thousands of pounds of media coverage, inspiring women in the Midlands to go further and higher in their chosen profession. Her clients, sponsors and delegate attendees range from large and notable organisations such as HSBC, West Midlands Police, Coutts, KPMG, EY to many public sector organisations and women business owners.

Setting up her first business in 2004, after being made redundant, her entrepreneurial career took off. In 2006 she beat off 10 000 other hopefuls to secure her place in the hugely successful TV show *The Apprentice*. She was the most written about and most memorable candidate. What made her famous was her sincerity, her passion and her ability to stand up for what she believed in. She made so much of an impact that she was commissioned to write the official BBC *Apprentice* column the following year.

After overcoming devastating personal adversity in 2006 she has become dedicated to helping people survive adversity and overcome difficulties in life.

Her achievement system Turnaroundability, has also been introduced to thousands through her seminars, talks and coaching processes, to help people reach much higher levels of achievement. The book of the same name is due out in October 2009.

In the commercial world her views are frequently sought by the decision makers in the UK Parliament, by Local Governments and by a plethora of FTSE 100 companies including High Street Banks and consulting firms. Her emphasis on women's progression and their engagement in enterprise activities ensures that she is a credible advisor.

Women on Their Way Ltd, Coventry Technology Park, Puma Way, Coventry, CV1 2TT

t: + 44 (0) 0870 2626 555 e : talkto@jocameron.co.uk

Her achievements started at an early age. After leaving school she took up a career in Engineering and went on to be awarded the regional Engineering Apprentice of the Year, at a time when there were very few women in the field. She then climbed a very challenging corporate ladder to reach a Senior Management position which only a handful of women achieve. Academically, she received the award for the best submitted thesis for her comprehensive work at Masters Degree level.

In 2008 she applied her positive psychology to win the Weakest Link Apprentice Special, beating candidates from all four series of the show to win over £11 000 for her chosen charity. It was made extra special by the fact that two years earlier she had been voted off first.

She continues to be a very active fund raiser for the charity for which she is patron, Sands (Stillbirth and Neonatal Death). In 2008 she embarked on a round-the-UK tour, running 17 10k races, ending late 2010. She has raised thousands.

She is also an Ambassador for the UK Government's campaign to increase participation in enterprise, *Make Your Mark!* and she also mentors young business people on the *Prince's Trust* Programme. Her membership of the Chartered Institute of Personnel and Development firmly crystallises her expertise in the area of personal development.

Her newsletter is read by thousands and is distributed all round the world, carrying her message of determination to all corners of the globe.

She remains in demand as a media commentator on TV and Radio and as a motivational speaker at conferences. She has addressed audiences at such diverse venues as Oxford and Glasgow Universities, Lancashire Constabulary, Women in Business organisations and Chambers of Commerce. Her unrivalled determination continually to improve her own performance means that her seminars are action-packed, up-to-date with the latest thinking and always leave a lasting impact! The hundreds of personal testimonies underpin Jo's positive impact on making a positive difference to people's lives. She is obsessed by growing and learning and in her spare time she is regularly seen with her nose in a book!

Jo is mostly known as "the one that will be remembered...."



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