

JO CAMERON BEng, Chartered MCIPD, MA



Jo Cameron is a well known successful business woman, media personality, author and professional speaker. She first became famous in season two of the hit TV Show *The Apprentice*.

The company that she founded with her co-Director Lisa Ibbotson, Women on Their Way Ltd, specialises in international events and conferences to inspire women to go higher in their chosen professions.

Their life changing events and conferences receive acclaim at the highest levels including from the British Prime Minister, Gordon Brown and attract tens of thousands of pounds of media coverage. Their clients, sponsors and delegates range from large and notable organisations such as HSBC, West Midlands Police, Coutts, KPMG, EY to many public sector organisations and women business owners. Each year thousands attend Women on Their Way events all over the UK.

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 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 loss in 2006, when her first baby was born prematurely and died a few hours later, she has become dedicated to helping people survive adversity and overcome difficulties in life. Since then she has rebuilt her personal life with a new partner and her second daughter was born in October 2009.

Her achievement system Turnaroundability, based on her own life turnaround, has also been introduced to thousands through her seminars, talks and coaching processes. The book of the same name is due out in 2010.

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.

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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 TV's 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.

Jo 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.

The Women on Their Way 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 events are action-packed, up-to-date with the latest thinking and always leave a lasting impact!

The hundreds of personal testimonies underpin Jo's 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! She also has a passion for golf.

Jo is mostly known as "the one with the words...."



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