Josephine Fairley

Co-founder of Green & Black's Organic Chocolate

'If you don't do it, you'll never know what would have happened if you had done it.'

Jo Fairley is a pioneering businesswoman whose life and career have been marked by innovation, entrepreneurship and an unwavering commitment to promoting wellbeing and excellence. Best known as the co-founder of the renowned Green & Black's chocolate company, now a $100 million a year brand, she is also a respected writer and journalist.

TOPICS:

- Secret for Business Success
- Women in Business
- How to Build a Brand
- Inspiration
- Corporate Social Responsibility
- Entrepreneurship
- Environmental Issues

LANGUAGES:

She presents in English.

PUBLICATIONS:

2011	The Anti-Ageing Beauty Bible: The Only Steps You Need to Look and Feel Gorgeous for ever
2008	Sweet Dreams: The Story of Green & Blacks (with husband Craig Sams)
2004	The Ultimate Natural Beauty Guide
2001	Organic Beauty (with Gillian Emerson-Roberts)
1997	The Beauty Bible (with Sarah Stacey)

IN DETAIL:

Formerly Britain's youngest-ever magazine editor, Jo has translated her skills as a journalist into marketing, PR and brand-building. She co-founded and run Green & Black's, the pioneering brand which created the UK's first-ever organic chocolate and the UK's first Fairtrade-marked product, now worth a $100 million a year. Her other business ventures included an organic bakery, a one-stop local food store, an 11-room 'boutique' wellbeing centre and a website and networking organisation for people interested in fragrance and the sense of smell. Jo continues to juggle her work as a journalist and author with being a brand ambassador for Green & Black's whilst travelling the world, sharing the rollercoaster story of how Green & Black's went from an idea in a bedroom to a global ethical brand.

WHAT SHE OFFERS YOU:

Through her presentations, Jo now takes audiences through every aspect of growing a business – from the bravery required to taking that first step, through to the practical and emotional aspects of an 'exit' strategy – and achieving that all-important (and elusive) work-life balance en-route.

HOW SHE PRESENTS:

Engaging and passionate, Jo never fails to inspire – and is always happy to network with attendees, offering more direct input to individuals.