

Coventry business woman Jo Cameron searches for top women

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COVENTRY businesswoman Jo Cameron, famed as the fiery redhead on BBC's The Apprentice, is launching a quest to find the highest performing women of the Midlands.

The entrepreneur, who set up her first business in 2004 and became a popular figure in the 2006 series of The Apprentice, is behind the Women on the Up Awards.

Unveiled last night at the Radisson Hotel in Birmingham, the awards seek to uncover the unsung female heroes of business, industry, finance, private, public and social enterprise.

And the Coventry Telegraph is backing her search.

Jo, whose Coventry-based High Performance Academy runs seminars and training programmes, has created the awards along with Lisa Ibbotson, whose background is in the events industry.

The grand ceremony, where 10 women will receive their Women on the Up Awards, will take place at the Botanical Gardens in Birmingham on February 27 next year.

But before then the challenge will be to find women from across Coventry and Warwick-shire and the wider Midlands area who are worthy of the accolade.

Jo, a former Blue Coat schoolgirl who grew up in Walsgrave, is passionate about the progression of women at work.

She said: "Women are increasingly making more of an impact at work. They are making an impact in the boardroom and there are more women in the forces.

"Women-owned businesses are growing rapidly and so is women's individual wealth. Sometimes progress feels slow but it's the momentum of the women at the top that paves the way for the careers of others.

"Women break down challenges to get to the top in some very difficult circumstances. But they don't always recognise their success. This is why we created the Women on the Up Awards, for recognising those women who mobilise others and those who create change when it all feels too hard." Nominations can be made online at www.womenontheirway.co.uk and will also be via invitation.