

Jo Cherry



Since starting her career as the only female engineer at Leyland Trucks, Jo has worked in both the commercial and academic sectors, in areas as diverse as engineering, human resources, customer services and quality assurance. Many of her roles included a training element and through this Jo developed a passion for helping others succeed.

After attending a Winning Edge Programme in 1998, Jo was fascinated by the concepts and used what she learned to make massive improvements to both her career and personal life.

Jo spent the next ten years perfecting her own skills by developing and delivering training in leadership and management as well as technical and training skills. Redundancy from her job within a major pharmaceutical company enabled Jo to leave corporate life, set up her own company and pursue her goal of becoming a Winning Edge presenter. She is delighted to be able to help others use The Winning Edge to make their dreams a reality.



When she is not presenting The Winning Edge, her company provides learning and development consultancy to clients ranging from large companies to private individuals and small business owners; with Jo often giving one to one coaching to help clients overcome their fears and frustrations with giving presentations or speaking in public.

She is also an enthusiastic committee member of her local Women in Business Group which encourages women entrepreneurs to network, support and learn from each other as well as raising money for local charities. In her spare time, Jo loves cooking, reading and spending time with her husband, and daughter.

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