
JOSEPHINE FAIRLEY

Co-Founder of Green & Black's Chocolate Company

LONDON
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Topics

- Business
- Leadership
- Management

In 1991, Jo Fairley co-founded the pioneering organic chocolate company Green & Black's (with her husband Craig Sams), which has now gone on to be "bigger than Marmite" (in sales terms) and "cooler than Prada" (according to the four most recent Coolbrands surveys. In 2005, the brand was sold to Cadbury's, but Jo Fairley remains in an ambassadorial role, travelling the world as the brand grows internationally in countries including the US and Australia. In 2008 Jo and her husband Craig Sams collaborated on Sweet Dreams: The Story of Green & Black's .

Jo Fairley now runs Judges Bakery – an organic one-stop shop – and The Wellington Centre, an 11-room "boutique" wellbeing centre, in her hometown of Hastings. She continues to juggle this with her writing career: although she left school at 16 (with six "O" Levels), by the age of 23 Jo Fairley was the youngest-ever magazine editor in the UK, editing first Look Now and then Honey Magazine. She is a Contributing Editor to the Mail on Sunday's YOU Magazine, as well as to a very wide range of publications including National Geographic Green.

Jo Fairley is the co-author (with Sarah Stacey) of the bestselling Beauty Bible series of books, the world's bestselling beauty books, the most recent of which is the bestselling title The Anti-Ageing Beauty Bible (published March 2011). Others in the series include The Beauty Bible, Feel Fab Forever., The 21st Century Beauty Bible, The Handbag Beauty Bible and most recently The Green Beauty Bible, which combines her "green" expertise with her insights into the beauty world. She is also author of The Ultimate Natural Beauty Book . Jo and Sarah's website, www.beautybible.com, is among the most successful beauty websites in the UK, with 55,000 subscribers.

For eight years Jo Fairley chaired the Soil Association's Health Products Standards Committee, helping to set the standards for organic and natural bodycare in the UK. She is a "matron" of the Women's Environmental Network, runs makeover workshops for young women at Centrepont and sits on the Human Rights Watch Film Festival committee.

Jo is an inspirational speaker, conveying to the audience the powerful story of how she created one the "coolest" brands in the UK, now owned by one of the biggest food retailers in the world.