

Jo Elvin

Editor of Glamour Magazine

Australian-born Jo Elvin headed to London in 1992 with very little money, a very short CV and very big aspirations. She is now the award-winning editor of *Glamour*, Britain's no.1 women's magazine and is an inspirational keynote speaker.

After cutting her teeth as a junior writer on the Australian teenage bible, Dolly, Jo had a brief stint as publicist for the television soap "Neighbours". This only helped convince her that publishing was her true calling. After months of waitressing in London, she finally landed a job as deputy editor on TV Hits magazine, before moving on to become launch editor of Sugar it was the first 'glossy' for teenagers here and quickly established itself as the market leader, ultimately changing the way all teenage magazines in the UK were produced.

In 1997, she launched the young women's title, B, which under her editorship achieved sales of 220,000 a month. In 1999, she was appointed editor of New Woman and steered the title to sales increases.

Conde Nast asked Jo to launch *Glamour* magazine in 2001, which sent shockwaves through the women's market as well as spawning copies of its revolutionary format in several other markets, including the broadsheet press.

Within a week of hitting the shelves in March 2001, *Glamour* needed to hastily print an extra 50,000 copies to keep up with demand. Its debut ABC figure was over 451,000, and nine years on, it is well established as the market leader, despite the ever-increasing competition in the market. Until *Glamour* came along, Cosmopolitan had enjoyed market leadership for 30 years.

In her 14 years of working in British magazines, Jo has won a fistful of awards for *Glamour* and other titles she has worked on, including the coveted BSME award for Editor's Editor of the Year. Her role has also brought with it many colourful experiences from flying in an RAF jet to interviewing Tony Blair, to being pursued by the paparazzi in LA with Teri Hatcher, and all sorts of ridiculousness (like Miss World judging!) in between.

Jo was also a regular contributor on GMTV and has appeared in many other TV series such as The Apprentice: You're Fired, Gok Wan's Miss Naked Beauty and Great British Hairdresser.

Jo's writing has been published in many newspapers including The Independent, The Evening Standard and The Observer.

Jo's journey, from young traveller to becoming one of the most successful magazine editors in the UK, is an inspirational story. Jo is a charismatic and natural speaker, and the messages of focus, determination, success, communication, leadership, teamwork and an entrepreneurial spirit are all told in a humorous and interesting manner.