



Juanita started her own highly regarded and successful, fully remote working, outsourced marketing business in 2013. The company has reported profitable growth every year since its inception with very low churn in staff and clients.

She started her journey from employee to self-employed to employer without any managerial experience or business administration qualifications. Her early business decisions were guided by her intuition and in line with her principles:

- ***Say yes to opportunities without making promises you can't keep.***
- ***Do what you know while adding to what you know.***
- ***Play well with others.***
- ***Measure results, not effort.***
- ***Keep it simple.***

On stage and in the classroom Juanita combines her "old millennial" energy and point of view with the tried and tested fundamentals that underpin her success.

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In 2019 renowned business growth speaker Roger Harrop invited Juanita to become his sole associate after recognising that her intuitive style of running a business aligned perfectly with the methods he had been teaching in his acclaimed series of keynotes and masterclasses.

Juanita and Roger have co-authored two acclaimed business books since the start of their partnership:

- ***Staying in the Helicopter® - the key to sustained profitable growth***
- ***WIN! How to succeed in the new game of business***