



## JCI United Kingdom Case Study

*Developing tomorrow's leaders... today*

### Amanda Fitzsimmons, Director of Marketing Analytics, GE Money

Amanda Fitzsimmons joined JCI Birmingham in 1993 when she was a graduate trainee within NatWest Bank. Her current position is Director of Marketing Analytics at GE Money leading a department of 77 people.

#### JCI Roles

Joined JCI Birmingham in 1993  
Actively involved in Lord Mayor's Parade project  
National Awards dinner project  
International Director 2002  
Deputy Conference Director European Conference 2003  
JCI UK Marketing Director 2004/2005  
Deputy National President 2006

#### JCI Achievements

JCI UK Public Speaking Runner up 2003  
JCI UK National Public Speaking Champion 2004  
Most outstanding speaker - World Debating competition 2004  
JCI European Public Speaking Champion 2005  
Awarded JCI Senatorship 2004

Amanda says:

Joining Junior Chamber was the best decision I ever made. I have had the opportunity to do things I would not normally do in my working life, see places the normal tourists would not see and met some amazing people. I have partied in the palaces of Copenhagen, waltzed in the Hofburg Palace, Vienna and seen Stephen Covey speak in Las Vegas.

It's no surprise that the periods of my greatest development at work have also been the times of my greatest activity in JCI UK. I have used the skills I have developed in JCI within my professional life.

I was very fortunate that I was Deputy Conference Director for the JCI European Conference held in Birmingham in 2003. It gave the opportunity to get involved in a unique project, develop new leadership skills (motivating and managing a team of volunteers is the biggest leadership challenge anyone can face!) and make some life long friends.

My experience of presenting across Europe led me to take part in my first speaking competition in 2003. Two years later I was European Champion. Amazing. I just wish I had taken part sooner.

I can honestly say JCI helps build your self-confidence. You know that no matter which card the deck of life deals, you can cope with it. **JCI develops skills for life.**

For more information please look on our website: [www.jciuk.org.uk](http://www.jciuk.org.uk)

Or contact: JCI UK Head Office on 01476 404005.