

Amazing
Squiggly

**Making Squiggly
Careers Better
For Everyone**

Amazing If

Amazing
if

Helen Tupper and **Sarah Ellis** are the founders of Amazing If, an award-winning company with a mission to make squiggly careers better for everyone.

Together they are the authors of two Sunday Times bestsellers, *The Squiggly Career* and *You Coach You*.

Their TEDx talk *The best career path isn't always a straight line* has been watched by almost 2m people and their weekly Squiggly Careers podcast has more than 4m downloads.

Amazing If work with organisations, including Microsoft, Levi's, BBC, Danone, and Visa, to support people with the skills to succeed in a squiggly career.



Sarah Ellis

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Sarah is the co-founder of *Amazing If*, a company with a mission to make careers better for everyone. Together with her business partner Helen, she is the author of two Sunday Times bestselling books *The Squiggly Career* and *You Coach You*. Sarah and Helen are also hosts of the podcast *Squiggly Careers* which has had 4m downloads and their TED talk, *The best career isn't always a straight line*, has been watched by almost 2m people.

Prior to Amazing If Sarah's career included leadership roles at Barclays and Sainsbury's before becoming Managing Director at creative agency Gravity Road.

Sarah is an alumnus of Harvard, London, and Warwick Business Schools (MBA with distinction), a qualified professional coach, and a mental health first aider. She is also Co-Chair of the Mayor of London Workspace Advisory Board. Sarah lives in London with her partner and her bug-loving 6-year-old Max. You can follow her on [LinkedIn](#) and find free career development tools at www.amazingif.com.



Helen Tupper

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Helen Tupper is the co-founder and CEO of *Amazing If*, a company with an ambition to make careers better for everyone.

Together with her business partner Sarah Ellis, she is the author of two Sunday Times bestsellers *The Squiggly Career* and *You Coach You*. Sarah and Helen are also hosts of the podcast *Squiggly Careers* which has had 4m downloads and their TED talk, *The best career isn't always a straight line*, has been watched by almost 2m people. In 2023 Helen was awarded a place on EY's International Winning Women programme.

Prior to Amazing If, Helen held leadership roles for Microsoft, Virgin, and BP and was awarded the FT & 30% Club's Women in Leadership MBA Scholarship. She is mum to Henry and Madeleine. You can [follow her](#) on LinkedIn and find free career development tools at www.amazingif.com.

