



Deirdre Bounds

The Accidental Businesswoman & Millionaire

How you can get it all wrong and still make it rich

Proclaimed by the Telegraph as having "Northern grit and determination that represents the perfect role model for business". Deirdre went from bedsit to exit in 10 years, selling her ethical travel company i-to-i for millions.

What makes Deirdre's story truly remarkable is that she's an entrepreneur in the purest sense - no commercial experience, no family history of enterprise, no money, just a great idea, a pile of passion, masses of mistakes and a sense of humour!

In creating her own ethical travel company i-to-i.com, Deirdre used her own experiences as a drop out, a stand up comedienne and a wayward backpacker. Her aim was to challenge traditional ideas in the travel industry and dare to be different. She is living proof that business and personal success is available to all, regardless of background, gender, race, social class or any other obstacle that you can throw at it.

Deirdre is ready to tell the whole story. How did a young girl from Irish immigrant parents from a tough Liverpool housing estate go from being an active alcoholic to a:-

shoe machinery marketeer
English teacher in Asia
global backpacker
outback bus driver
youth worker
stand up comedienne
wife and mother
and finally a self made millionaire?

Deirdre's story is thought provoking, human, very funny and provides key insights into success despite obstacles. This roller coaster ride will captivate any crowd and leave them feeling more connected to their own lives and energised to do something about it.

Ethical emphasis

Deirdre also has a commitment to give something back. Through sheer hard work and determination, she has made travel industry history by changing people's perceptions of the 'responsible travel' movement. Her company has assisted in changing the lives of 1000's of people and protecting our environment. She is Patron of Marie Curie Cancer Care in West Yorkshire, is a regular speaker for the international aid charity World Vision and financially supports charities that aid suffering alcoholics.

Awards

Judge: Everywoman National Business Awards 2008
Judge: Ernst and Young Entrepreneur of the Year : 2007
Winner: Special Judges Award 2005 ; Institute of Directors
Finalist: Ernst & Young Entrepreneur of the Year: 2004
Winner: Yorkshire Business of the Year 2003