

JO SALTER
INSPIRATIONAL SPEAKER, UK

**“ I WOULD HAVE MISSED
THREE OPPORTUNITIES
IF IT WASN'T FOR
MY BLACKBERRY ”**

BRITAIN'S FIRST FEMALE FIGHTER PILOT STAYS ON CLIENTS'
RADAR WITH BLACKBERRY SMARTPHONE

Jo Salter has always lived life to the full. She made history when she became the first woman fighter pilot in the British Royal Air Force. The same energy and dedication that got her into the cockpit has enabled her to build a successful career as an inspirational speaker, author and business consultant.

Salter's military and business achievements make her a regular fixture on TV and radio. She is asked to speak at conferences and seminars, where her speeches reflect her energy, humour and compassion. She also lectures for the Open University and is currently finishing her second book. On top of all this, Salter is also a mum to two young girls.

Needless to say, Salter's life is fast paced and multi-faceted. To keep track of it all, she employs the services of a personal assistant. But increasingly, potential clients were contacting her directly to book her services. This meant she had to be easily reachable, but she didn't like feeling chained to her computer in case she missed an important email. It was incompatible with her on-the-go lifestyle. That was when the situation reached a tipping point.



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POWER OF PERSONAL RECOMMENDATION

That's when her friend and TV personality, Caroline Feraday, suggested she get a BlackBerry® smartphone. At first Salter scoffed at the idea. "We would make fun of Caroline. She was always glued to it," says Salter. But the more Feraday sang the praises of her BlackBerry smartphone, the more Salter warmed to the idea. "And I have to admit I loved the design," she added.

A few days later, Salter took the plunge and got herself a BlackBerry smartphone. "I'm always on the go and I needed something sleek. Good design is quite important to me and the BlackBerry® 8800 smartphone has got it. Plus, I really like the keyboard," she explains.

STAYING ON RADAR

A few days after purchasing the BlackBerry 8800, Salter decided to take a week off work over the Easter school holidays to spend time with her daughters. She had forwarded her calls to voicemail and turned off her computer, but was still monitoring her emails on the BlackBerry smartphone.

That's when she received a message from Sky News asking her to come in to the studio and comment on a statement made by a senior military officer. Two days later, GMTV contacted her, again by email, to talk about the role of women in combat following the liberation of British hostages in Iran. The next day, while on the beach having a picnic with her family, a major newspaper asked her to write a two-page article.

NO FEAR OF FLYING

Salter recently took her BlackBerry smartphone to Spain, "where it worked like a charm", as she says. "I didn't have to take my laptop along," she adds. This trip provided the answer to a conundrum that had been bothering her for weeks. "We're planning a five-week trip to the States this summer. We're going to a remote location and I didn't think I'd have Internet access there. Thanks to BlackBerry the problem is solved. I'll be able to stay on top of my emails and leave my laptop behind," she concludes.

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