



Jo Beer

Managing Director

Bursary Assessment Associates

Jo is the founder and managing director of Bursary Assessment Associates (BAA).

Established in 2017, BAA provides a fully outsourced bursary process management service to independent schools. Jo works closely with school leaders to understand how BAA can best support them to achieve their goals. She is fiercely proud of her team and the range of services they offer to schools and families.

Before starting her business, Jo spent almost 30 years in board level finance and procurement roles in global companies including Rolls Royce, Danone and Unilever, before becoming Director of Finance and operations at a leading day school. She is a Chartered Global Management Accountant and qualified in Advanced Programme Management.

Jo lives in Warrington, Cheshire with her husband, their young daughter, and crazy rescue dog, Fluke. They are an active family and can often be found enjoying the outdoors. She enjoys yoga, long walks, and a Sunday pub lunch.

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