



Jasmine Birtles



Jasmine Birtles is a financial expert, TV presenter, author and business commentator. She is a money expert like no other. A stand-up comedian in a former life, Jasmine's mission is to de-mystify money and give practical advice to help people get out of debt and better manage their finances.

She has set up, and runs, Moneymagpie.com, a lifestyle-based money website which has information on all aspects of personal finance, environmental and ethical living and on how to run a small business and make extra money. It is the country's leading site for safe and legitimate money making opportunities.

Jasmine first started talking about money in the late 90s when she worked as a journalist for the Business Unit at the BBC. As someone who had always run her own business, was bright and well-educated, she couldn't understand why she was also in debt.

Then came her lightbulb moment – no one had ever taught her about money and any articles in the paper about money were written by boffins for boffins so she didn't read them. She decided to use her comedy background combined with her journalist training and skills to explain money in a way that people would enjoy hearing about and, most importantly, would understand. She hasn't looked back.

Now a regular on television, radio and the corporate speaking circuit, Jasmine is a trusted spokesperson on all money matters. Known as brilliantly straight-talking and knowledgeable, she can make even the most complex topics seem approachable.

She has presented an authored documentary on Channel 4's "The Insider" series on personal debt, co-presented BBC 1's "Homes under the Hammer", ITV Scotland's "Spend Spend Spend" as well as "First Time Buyers" and "Doctor Dosh" for UKTV Style. She regularly appears as a financial expert on Good Morning Britain, This Morning, BBC Breakfast, BBC Inside Out, Tonight and all the newschannels. She is also a regular commentator on BBC and commercial radio.

As a financial journalist she has a column in MoneyWise and is a property expert for the Mail On Sunday and Mail online, as well as writing regularly for the Mirror, the Daily Express, the Independent and the Independent on Sunday, Mature Times and People's Friend.

She is the author of 38 books, a mix of humorous and financial titles, including the best seller "A Little Book of Abuse", "A Girl's Best Friend is her Money", "A Bit on the Side: 500 Ways to Boost your Income", "The Money Book: Control Your Money Control Your Life", "The Money Magpie – the Ultimate Guide to Savvy Spending, Ditching your Debts and Making Money" and her latest book "Beat the Banks!" which reveals how to take back control of our finances.

As an after dinner speaker and corporate presenter, she has hosted conferences and entertained audiences for a wide variety of companies. Recent clients include Sainsbury's, The Post Office, Lloyds TSB, Air Miles, The Foreign Office, Abbey National, The Department of Work and Pensions, Nectar, IKEA, British Gas, Boots, EDF Energy, Olay, Tesco Pensions.

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