



**Making Squiggly  
Careers Better  
For Everyone**



Helen Tupper and Sarah Ellis are the co-founders of Squiggly Careers, a company with a mission to make careers and learning better for everyone.

Together they're the authors of 3 *Sunday Times* bestselling books, *The Squiggly Career*, *You Coach You* and *Learn Like a Lobster*. Their podcast *Squiggly Careers* has had more than 6 million downloads and their TEDx talk *The best career path isn't always a straight line* has been watched by over 2 million people.

Squiggly Careers work with more than 100 global organisations, including Google, The LEGO Group and Deloitte on the skills to succeed in a squiggly career.

In 2026 Sarah and Helen were recognised in the top 10 most influential thinkers in HR and they're both currently working on Executive PHDs.



# Sarah Ellis

Sarah is the co-founder of Squiggly Careers a company with a mission to make careers better for everyone.

Together with her co-founder Helen, she's the author of 3 Sunday Times bestselling books, The Squiggly Career, You Coach You and Learn Like a Lobster.

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Sarah is an alumnus of Harvard, London, and Warwick Business Schools and is currently working on an Executive PHD. She also holds a number of non-executive positions supporting organisations who have a focus on making work better.

Sarah lives in the UK with her partner and bug loving 9-year old.



# Helen Tupper

Helen is the co-founder of Squiggly Careers a company with a mission to make careers better for everyone.

Together with her co-founder Sarah, she's the author of 3 Sunday Times bestselling books, *The Squiggly Career*, *You Coach You* and *Learn Like a Lobster*.

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Helen is a regular contributor to *Harvard Business Review*, is currently working on an Executive PHD, and is a trustee for The Chartered Management Institute.

Helen lives in the UK with her husband, two children and an ever expanding range of pets.

