

Amy Jo Jones

Amy Jo Jones is a dairy farmer's daughter turned growth strategist, known for bringing honesty, humor, and heart to everything she does. A proud Purdue Boilermaker (twice over), Amy holds degrees in Landscape Horticulture and Agriculture/Extension Education.

Her career kicked off with a decade at Purdue, shaping future ag leaders through 4-H, plant sciences recruitment, and as an Assistant Director of Academic Programs - overseeing Undergraduate Recruitment for the College of Agriculture. From there, she jumped into the ag tech startup world, helping scale a company 3x over—building teams, developing people, and keeping culture front and center along the way.

Today, she leads *The Growth Movement*, a company rooted in the belief that **growth is personal, and the journey is shared**. Through an online growth community, hosting speaking and workshops, and 1:1 growth coaching, Amy blends bold questions with real connection, helping others explore new paths, cultivate meaningful relationships, and grow with intention.

For the last ten years, she's also lived by her personal mantra: *Camp Try New Things*—a reminder that getting uncomfortable, being curious, and saying “yes” is often where the magic happens. Whether she's on stage or on the farm, Amy brings contagious energy, straight talk, and a genuine belief in people's potential. When she's not working, you'll find her with her people: at the family dairy, exploring new places, or cheering on her Boilermakers.