

Professor Amanda Kirby MBBS MRCGP PhD is the founder and CEO of Do-IT Solutions, a tech for good company that provides tools, training and consultancy in the area of neurodiversity and wellbeing.

Amanda is an emeritus professor at the University of South Wales and an honorary professor at Cardiff University. She has clinical and research experience and founded and ran a transdisciplinary clinical and research team for 20 years relating to neurodiversity. She is a qualified GP and has a Ph.D. relating to emerging adulthood and neurodiversity.

Amanda has been on government advisory boards (e.g., Hidden Impairment National Group) as well as advising UK and international charities in the field of neurodiversity. This includes being a patron of the Dyspraxia Association in New Zealand, and Chair of Movement Matters UK. She is also the current chair of the ADHD Foundation and works closely with many other charities working in this area.

She has written 9 books and more than 100 research papers in the field and her latest book published in 2021: 'Neurodiversity at Work, Drive Innovation, Performance and Productivity with a Neurodiverse Workforce' has won the Business Book Awards 2022 for EDI.

Amanda has a new book on Neurodiversity in Education coming out later in 2022.

Raising standards are important to Amanda and Do-IT Solutions were the first company in Wales to gain Disability Confident Leader status. She has delivered more than 23 webinars with DWP to raise awareness of neurodiversity, disability and Disability Confident campaign,



Amanda has lived experience of neurodiversity first hand, as she sees herself as neurodivergent as well as being a parent of neurodivergent children, and grandchildren. Amanda's passion to make changes in society and increase the chances of showcasing talents for neurodivergent children and adults especially in work settings remains as strong as it was 30 years ago.