



# JUSTICE, EQUALITY & KINDNESS LEADERSHIP, FINANCE & STRATEGY <sup>(SM)</sup>

2022  
OFFICIAL MEMBER



## Ash Varma

Executive Coach | Corporate Business Leadership Strategist

*Executive Coaching for Senior Leadership, Talent Management & Career Transition*

Ash brings to his Executive Coaching practice a multitude of business, finance and legal experience gleaned from his 5 Careers as:

- (i) International Tax Attorney at Paul, Weiss, Rifkind
- (ii) CFO of the world's largest billboard company
- (iii) Entrepreneur
- (iv) COO of several Talent Management/DEI companies.
- (v) Senior Leadership Executive Coach

**Ash's key focuses include issues surrounding Navigating C-Suite Leadership, HiPo Women Leadership, Corporate Retention and working on specific individual concerns (e.g. low self-esteem, confidence, introversion, emotional intelligence).**

### Ash's Coaching Experience

Ash brings over 10 years of experience into his Executive Coaching practice with hundreds of clients spanning numerous industry sectors and specialties.

### C-SUITE & EMERGING C-SUITE LEADERS

Ash has extensive experience in Coaching leaders from all of the C-Suite groups including: CEOs, CFOs, General Counsel(s), CIOs, CMOs, CHROs, CCOs – and emerging Deputy General Counsels, Vice Presidents of Finance, and numerous others.

### CORPORATE TALENT MANAGEMENT & RETENTION

This area is becoming much more critical these days due to COVID-19, Flattening Corporate Structures and increased Talent Migration. Ash's Executive Coaching strategy in this area focuses on how best to retain the existing workforce and continue to motivate them.

### CAREER TRANSITION

If an employee should decide to leave, Ash has coached hundreds of employees through Career Transition, across multiple Industries – and many have often stayed on with Ash in their new positions, continuing with Leadership Development coaching thereafter.

*“My first meeting with Ash was electric. He is the best listener I have ever met, which enables him to target his counsel and guidance with fierce strategic accuracy. He is a global thinker as his advice and feedback come from many different perspectives from all of his diverse experiences.” - Former Calvin Klein Sr. Executive*

#### Location

New York, NY

#### Areas of Expertise

- Strategic & Financial Business Consulting
- C-Suite Leadership
- HiPo Women Leaders
- Emotional Intelligence
- Corporate Culture
- Diversity & Inclusion
- Personal & Business Branding
- Sales Strategy
- Authenticity
- Change Management

#### Education/Credentials

- BA, Columbia College
- MPhil, St John's College, Oxford University
- JD, Columbia University of Law
- LLM in Taxation, NYU Graduate School of Law

#### Industry Expertise

- Finance
- Media
- Healthcare
- Manufacturing
- Insurance
- Nonprofit
- Technology
- Fashion/Retail
- Sports/Entertainment

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## FULL-DAY INDIVIDUAL 1-HR OR HALF-HR COACHING SESSIONS

**Format:** These sessions are geared toward any employees, managers or leaders in the organization. The typical format for these 1-day corporate-sponsored coaching sessions are 8 one-hour sessions or up to 16 half-hour sessions on a single day, done via Zoom. In-person coaching options are also available. We understand flexibility is important in today's corporate environment, so we are happy to create an alternative session format that will work best for your organization.

## GROUP CORPORATE COACHING SESSIONS

**Format:** These corporate-sponsored sessions usually consist of either C-Suite Executives or Middle Managers—and sometimes a combination of the two, working together to solve previously identified Corporate Leadership and/or Strategy Problems. These can be customized to fit the need of the organization and take the form of either half-day, full-day or 2-day sessions.

## INDIVIDUAL CONTINUING CORPORATE COACHING SESSIONS

**Format:** These corporate-sponsored sessions are 1-hour long and geared toward any employee, manager or leader in the organization. Depending on the desired progress timeline and the corporate budget, these may be conducted weekly, bi-weekly, or monthly. Our first session will evaluate the individual's needs and a program will be custom tailored for their growth plan and professional development.

### Benefit to the Organization

Ash Varma's coaching sessions have resulted in Employees indicating how much they valued the sessions and how much it meant to them that their Organizations were willing to provide them with these benefits. This has been especially so during these challenging and transitional times. **Thus, a great morale booster and showing that the Company "cares".**

### Benefit to the Employees

With Ash Varma's extensive Business, Legal, Financial, DEI and C-Suite Strategic Leadership experiences, he is able to help coach Employees at all levels. **He focuses on leadership skills, helping individual professional development and building strategic planning and problem-solving abilities.** Ash has received unanimous appreciation for the advice and guidance he has provided.

**IN THE PAST YEAR, TOP CORPORATE COACHING SESSIONS HAVE INCLUDED:**

**Vox Media, Working Mother Media, Mogul X  
and Professional Women in Healthcare**

Ash has been **featured in *Inc. Magazine*** regarding Sales & Accounting and Business Consulting. As a select member of the *Forbes Coaching Council Expert Panel* he has recently been **featured in *Forbes* over 20 times** on numerous topics including Starting a Business, Diversity & Inclusion, Working with Stakeholders, and Customer Segmentation. **See his articles: [Ash Varma - Forbes Council](#)**

