



Ash Varma

Executive Coach



AUTHOR | CFO | COO | SPEAKER

Advocate for Women Leaders & Entrepreneurs

Areas of Expertise

- ◆ Career Strategy/Transition
- ◆ Communication
- ◆ Corporate Culture
- ◆ Emotional Intelligence
- ◆ Leadership
- ◆ Personal Branding
- ◆ Organizational Development
- ◆ Start-Up
- ◆ Strategic & Financial Business Planning

Industry Specialties

- ◆ Healthcare
- ◆ Fashion/Retail
- ◆ Finance/Accounting
- ◆ Legal
- ◆ Media
- ◆ Non-Profit
- ◆ Sports/Entertainment
- ◆ Technology

Credentials

- ◆ M.Phil (Oxford, UK)
- ◆ Juris Doctor
- ◆ LLM (Taxation)

In over a decade of Executive Coaching, Ash always starts the Talent Equation with **who** exactly you are, **where** would you like to be going, and then strategically **how** can we best help you get there.

EXECUTIVE COACHING THAT ADVANCES...

C-Suite Executives—Ash has also worked extensively with numerous other C-Suite Executives, including CEOs, CFOs, CTOs and CROs. In addition to the C-Suite, other clients have included Directors of Finance, Tax Directors, Journalists, Risk Directors, IT Infrastructure Experts and VPs, covering various different Industry sectors.

Middle Management—Ash has also worked with a number of middle management employees covering IT, Sales, Hospitality, Non-Profit, and numerous other industry sectors.

Multicultural Leaders—Ash has been a featured Executive Coach (and also Facilitator) at the Working Mother Media Multicultural National Women's Conference for the past 6 years, with over 700 leading Senior Women Leaders in attendance.

HiPo Women Leaders—Ash has worked extensively with numerous HiPo Women Leaders, both individually and in groups. These candidates have included several SVPs of Marketing and Finance, numerous Deputy General Counsels, Senior HR Directors, and CTOs and CFOs, among others.

Entrepreneurs—Ash has coached a plethora of candidates who have determined that they would like to move forward from the corporate framework into entrepreneurship, he has helped them strategize their next steps, work out their business plan(s), worked with them on funding and has often stayed on as an advisor.

Ash is President of Varma & Associates and former: CFO at PMG (world's largest outdoor advertising company); CFO & COO at Partners International (Executive Coaching); CFO & COO at JBC (D&I); and President at Turner Outdoor Advertising (original Ted Turner Media Entity). Ash has been featured in *Inc* regarding: (i) Sales & Accounting; and (ii) "The Emotional Pitfalls of Starting a Consulting Business" and over 20+ times in *Forbes*.

"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."

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**For Career Transition, let Ash help you put your
B.E.S.T. F.O.O.T. SM forward!**

Call (212) 880-6450 to book your free consultation.

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LEADERSHIP, FINANCE & STRATEGY ^(SM)

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