



Ashley Warrenton-Smith

Career Management & Executive Coach

Ashley Warrenton-Smith is the Founder & CEO of Catalyst Coaching & Training. She has coached many senior executives through career transition. Her business understanding, organizational clarity & skill in helping clients build productive work relationships have contributed to Catalyst becoming a preeminent coaching & training organization in the San Francisco Bay Area. She founded Catalyst in 1985 after 12 years in human resources management roles with such leading companies as State Farm Insurance & Celanese Corporation.

She utilizes her deep understanding of business cultures, organizational behavior & effective leadership styles to coach executives & senior managers in strengthening current performance capabilities. For some clients, this will help them achieve levels of increasing responsibility.

Ashley incorporates the needs of both the organization & the individual into her consulting approach & effectively assists leaders to distinguish between matters of short-term urgency & long-term importance. She works with coaching clients in a pragmatic & outcome focused manner that proves beneficial to the individual & the organization, helping them to optimize leadership performance.

Ashley served as President of North Bay Coaches, a chapter of the International Coach Federation. She was the second person certified to use the Bar-on EQ-I in the United States & taught emotional intelligence at the Stanford Graduate School of Business.

Areas of Expertise:

- Executive Coaching
- Leadership Development
- Organizational Change

Functional Experience:

- Coaching
- Consulting
- Human Resources
- Sales
- Marketing

Selected Industry Expertise:

- Biotech
- High Tech
- Financial Services
- Retail
- Consumer Products
- Manufacturing
- Health Care
- Non-profit

Certifications:

- The Birkman Method
- DISC
- Emotional Intelligence
- MBTI
- Thought Pattern Management
- Leadership Effectiveness Analysis

Education:

- MA – Organizational Change, University of San Francisco
- BA - University of South Florida