



Ash Merchant

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Ash Merchant is a business advisor, coach and senior executive fluent in a diverse range of topics in human capital, risk management, relationship management, workplace trends and diversity.

He currently serves as the Founder and President of Lionheart Partners, a firm specializing in Advisory Services, Leadership Development and Executive Coaching for clients in the US and around the world.

Ash has developed a 27-year career through executive and partner-level leadership roles in the professional services sector. He has served clients across a variety of industries with a main focus on serving C-level executives, various business unit leaders and their respective teams. Ash has successfully built a reputation of coaching and developing others while also taking exceptional care of client relationships.

His area of expertise is anchored in teaching clients how to effectively create, develop and maintain productive relationships in order to accomplish challenging business and personal growth results.

He offers a unique perspective as an executive coach and leadership development consultant having navigated through a wide range of operational challenges and organizational events spanning almost three decades:

- Client Retention and Expansion
- Sales and Sales operations
- Relationship Management / Personal Brand Development
- M&A Integration/Culture Mapping
- Risk Management
- Hiring/Onboarding/Offboarding
- New Markets and Service Line Expansion
- High Potential Leadership Development
- Corporate Storytelling
- Business Case Development
- Private Equity
- Budgets/Forecasting

Ash has a proven track record in collaborating across domestic and international geographic regions to serve clients with excellence. He quickly assimilates into new environments and has keen understanding on how to mobilize teams and motivate others across multiple departments and functions.

Ash is a frequent collaborator with Leadership Foundry, a premier leadership advisory collaborative based in Atlanta, GA, to offer a variety of services including high potential leadership development and executive team development.

In 2018, Ash left a highly successful corporate career with Aon plc to embark on a mid-life gap year journey with his family by buying a fifth wheel RV and traveling across the United States. He now shares his story in large and small groups talking about his life changing journey of personal discovery, risk taking, diversity and faith.

A graduate of the University of Georgia–Terry College of Business, Ash also earned his Master of Business Administration degree from the Goizueta School of Business at Emory University.

He lives in Johns Creek, GA with his wife, Beth, and his sons, Will and Nate.