

# Helen Ashton

Digital, retail and transformational change expert

**Bio for consideration for:** Expert comment • Radio interviews • Case study features • Q&As • Women in business profiles



**Helen's experience spans 25 years of transforming complex business in retail, business services and financial services.**

She is one of only a handful of female executives who have sat on both public listed company boards and those of private equity portfolio companies over the last decade.

As the former CFO of ASOS plc, Helen has deep knowledge of the retail sector and the power to disrupt at pace through digital technology, agility and innovation. Her unique, disruptive approach to transforming businesses is a game changer for organisations looking to themselves disrupt in today's never normal world.

Helen is straight talking, genuine and a down-to-earth Northerner, who balances her professional life alongside raising five children. She believes in a fairer and more inclusive business world and supports this ethos through a variety of different causes.

## Areas of expertise

- Agile business transformation
- Changing retail landscape
- Data, analytics and digital trends
- Business strategy and growth
- Leadership, purpose and the power of people
- Business strategy
- Diversity and inclusion
- Female empowerment

## Key achievements

- Doubling of value of ASOS plc, during her three year tenure as the CFO to £6.5Bn, and one of only four FTSE 100 equivalent female retail CFOs
- Hands-on accountability for in excess of 30 successful system implementations and supporting transformations
- Successful private equity portfolio company transformations and exits
- Balancing a successful executive career with supporting a busy family life

## Available for comment on

- Retail insight and commentary including the impact of the pandemic
- Lessons from ASOS and nurturing an insurgent innovative culture
- Financial insights and commentary for the retail and start-up sectors
- Impact of the millennial generation on the future of work
- Underestimate data, digitisation and new technology at your peril
- Women at board level – could we be making more progress?
- Menopause, miscarriage and menstruation – elephants in the office meeting room
- Diversity and inclusion – are policies and quotas making enough of a difference?

## For more information see

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