

Former ASOS CFO launches challenger management consultancy

Helen Ashton, the former CFO of ASOS plc, has launched the mould-breaking, challenger management consultancy, Shape Beyond.

After more than 25 years of transforming complex, high-growth organisations, Helen's vision is brought to life in a consultancy which is relevant in a rapidly changing business environment.

Helen has operated at Executive Board level and led private equity portfolio companies to successful exit. She has deep knowledge of the retail industry and is a passionate advocate of digital transformation and agile, diverse cultures.

Helen Ashton, founder and CEO Shape Beyond, said:

"Continuous evolution is vital to organisational success in today's never normal world. We partner with purpose-driven, brave leaders to create sustainable value. We help them adapt at pace to stay ahead of the curve. And we embed change in their culture to create a lasting impact."

Shape Beyond is a strategic transformation partner, supplementing strategic thinking with operational expertise, hands-on experience and bench strength to support high-growth, ambitious organisations. Shape Beyond delivers enduring value and embeds positive change in cultures - making today's businesses stronger for tomorrow.

For further information: shapebeyond.com

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