



**Brian P. Ash, MA**  
**Director,**  
**Executive Programs and Corporate Communications**  
[bash@beampines.com](mailto:bash@beampines.com)

Brian is a Career Management coach with a particular expertise in communications. His coaching model is grounded in Motivational Interviewing with a focus on identifying motivations and readiness to facilitate change. He encourages reflective learning and enables clients to change mindsets and behaviors to achieve goals. He manages the BeamPines/Middlesex University Master's Program in Executive Coaching, serving as liaison between all coaches, candidates and faculty in the U.S. and internationally. Additionally, he coordinates our leadership development programs, identifying and creating world-class content and curriculum for candidates.

Brian also plays a central role in the marketing and communications of BeamPines. He edits all promotional material for individual initiatives and oversees the design and content of our Internet presence. With a foundation in deadline-driven projects, Brian is a highly valued member of our team. His uncompromising attention to detail keeps our development programs organized and on schedule. Brian draws from his experience to create and facilitate workshops for clients looking to improve their own business communications initiatives.

Before joining BeamPines, Brian worked as a journalist for several top organizations. He worked as a reporter for USA Today Online, a writer for Street & Smith's and the National Basketball Association and an editor for American City Business Journals. As a freelance journalist he has edited for several authors, including sports historian Bert Sugar. Brian collaborated to publish "Horse Sense: An Inside Look At The Sport Of Kings" in 2003 and is currently working to publish "1978, When Baseball Was Still Baseball."

Brian earned a Master's degree in Professional Development and Executive Coaching from London's Middlesex University. He has a BA in Journalism and International Relations from The University of Connecticut. He serves as an Honorary Visiting Lecturer to Middlesex University and provides lectures on leadership and corporate communications for student organizations and universities, including The University of Connecticut, Yeshiva University and the City University of New York (CUNY). Brian is a member of the Association for Coaching and the American Psychological Association. He is trained to deliver multiple psychometric assessment tools including the MBTI, CISS, OPQ32, NEO, Watson-Glaser and Firo-B. He is a licensed user of the Honey and Mumford LSQ and certified in the NBI.

A strong supporter of volunteerism, he serves as a facilitator of training workshops for mentors in StreetWise Partners, linking volunteer business professionals with low-income adults to achieve life-long employability. Additionally, Brian volunteers as a builder for the Westchester County chapter of Habitat for Humanity and volunteers with The Connecticut Children's Medical Center in their work with Phenylketonuria (PKU) Family Weekends. He has a passion for sports and, with a particular love for football, has served as a coach and mentor in the Police Athletic League. He lives in Stamford, CT, with his wife, Erin, and two children.

## **BEAMPINES, INC.**

232 madison avenue 10<sup>th</sup> fl new york ny 10016

phone 212 476 4100 / fax 212 986 7798

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