



Biographies

Short (53 words)

Mother. Marketer. Mariner. Motivator. After 20 years working as a blue-chip marketing leader, business founder and mother of three Felicity Ashley rowed the Atlantic whilst unknowingly fighting cancer. She now guides leaders and teams on their own transformational journeys, showing how harnessing a positive mindset is key to thriving in work and life.

Medium (99 words)

Mother. Marketer. Mariner. Motivator. After 20 years working as a blue-chip marketing leader, business founder and mother of three Felicity Ashley rowed the Atlantic whilst unknowingly fighting cancer.

Drawing on her personal journeys of discovery, she now works with organisations and leaders facing transformational change. Supporting them to become more inclusive, dynamic, adaptable and resilient. Her work focuses on how a positive mindset is key to success – overcoming challenges, creating winning teams, thriving through change, embracing opportunities, smashing goals. When life gives you lemons, it's not just about making lemonade - it's about using them to create something amazing.

Long (155 words)

Mother. Marketer. Mariner. Motivator. Felicity Ashley is a former blue-chip marketing leader with more than 20 years' experience, transatlantic rower, cancer survivor, business founder and mother of three. While recovering from a hip replacement, she decided to put her renewed mobility to the test and take on 'the world's toughest row' – while unknowingly battling bowel cancer. She's resilient, dynamic, authentic, relatable, positive, inspiring.

Drawing on her personal journeys of discovery, she speaks about how a positive mindset is key to success and happiness – overcoming challenges and fears, tackling biases, creating winning teams, thriving through change, embracing opportunities and smashing goals. When life gives you lemons, it's not just about making lemonade - it's about using them to create something amazing. She now works with organisations and leaders facing transformational change and challenges – helping them to set and achieve ambitious goals, overcome adversity, increase resilience, build high-performing teams, and promote health and wellbeing in the workforce.