

Ashley Tappan is a consultant with Insigniam. With her background in sports, television, customer service, sales, and leadership development, Ashley has a unique perspective on what it takes for teams of business professionals to deliver breakthrough results. She has worked with Fortune 500 business executives to fulfill their visions across the globe for over twenty-five years in industries including fast-moving consumer goods, healthcare systems, biotech, pharma, manufacturing, research, and non-profits.



Ashley is passionate about developing leaders to experience breakthroughs for themselves and their businesses. She recently worked with a large healthcare system to develop a bench of leaders for the future while delivering outstanding business results. The breakthroughs the cohort delivered produced \$3.18 million in new revenue, expanded service lines, increased employee engagement and retention, reduced waste, and expanded market share.

Her ability to develop and lead organizational transformations that lead to unprecedented results has earned her several accolades, including recognition as a Rising Star and a Luminary of the Healthcare Businesswomen’s Association. Before joining Insigniam, Ashley managed, built, and led training in leadership and high performance at a competitive telecommunications company.

She attended Indiana University, where she received her B.A. while cycling competitively. Ashley is a former triathlete, coach, and published author, writing about fitness as a tool to develop one's leadership.

Awards and Recognition

- Leader in Client Satisfaction, Insigniam, 2022, 2023 and 2024
- Leader in Teamwork & Collaboration, Insigniam, 2016 and 2017
- Leader in Increasing Her Value, Insigniam, 2016 and 2023
- Innovation Award, Philadelphia Healthcare Businesswomen’s Association Chapter Board, 2015
- Winner, Philadelphia-area LEAD award, Healthcare Businesswomen’s Association, for innovative leadership programs, 2013
- Luminary, Healthcare Businesswomen’s Association, 2013
- Rising Star, Healthcare Businesswomen’s Association, 2011
- “Above and Beyond” Volunteer of the Year, Healthcare Businesswomen’s Association Greater Philadelphia Chapter, 2010

Public Speaking and Service

- Moderator, Jacksonville Women’s Leadership Forum, 2017
- Global Chairperson, Healthcare Businesswomen Association’s Annual Conference, 2017

- Global Chairperson, Healthcare Businesswomen Association's Fit To Lead Affinity Group
- Greater Jacksonville USO Council, 2017
- National Co-Chair, Healthcare Businesswomen's Association Leadership Conference, 2011
- Member, Healthcare Businesswomen's Association Greater Philadelphia Chapter, 2010
- President, Philadelphia Chapter of the Society for Human Resource Management (SHRM), 2008-2009
- Chairperson of a Philadelphia leadership development program, 2005-2007
- Rotary Club Business Person's Exchange Program Scholarship, 2002
- Big Sister for Big Brothers Big Sisters, Philadelphia, 1997-2007

Thought Leadership

- [You are Paid to Say 'No' More Than 'Yes'](#), Insigniam Blog, February 2023
- [Engaging People Through Enrollment](#), Insigniam Blog, January 2023
- [Reach: Using Fitness to Grow Your Leadership](#), 2022
- [Bringing Distinctions to Hybrid Decisions](#), Insigniam Blog, May 2022
- [Creating Intentions As A Tool For Avoiding Complacency](#), Insigniam Blog, December 2021
- [The Hybrid Work Model: Revolutionizing Work-Life Balance](#), IQ Insigniam Quarterly®, September 2021
- [The Results You Are Looking For Begin With Your Practices](#), Insigniam Blog, August 2021
- [Our Work Now: Lessons from the Homeschooling Front](#), Insigniam Blog, January 2021
- [The Best Gift You Can't Buy This Season](#), Insigniam Blog, December 2020
- [Reaching for Breakthroughs in Health Data & Technology](#), Insigniam Blog, October 2020
- [Intervening in the Drift](#), Insigniam Blog, August 2020
- [Transcending the Usual Limits of Our Performance](#), Insigniam Blog, April 2020
- [Artificial Intelligence: Do You Really Know What It Is?](#), Insigniam Blog, March 2020
- [Working Remotely Without Becoming Remote](#), Insigniam Blog, March 2020
- [Decision Rights: Who's Doing What and Why It Matters](#), Insigniam Blog, February 2020
- [How Big Corporations Will Appeal to Young Talent](#), Insigniam Blog, January 2020
- [Transforming Is Just The Beginning](#), Insigniam Blog, December 2019
- [Eureka! Discovering versus Knowing](#), Insigniam Blog, November 2019
- [Sometimes Doing Less Allows You To Be More](#), Insigniam Blog, September 2019
- [Love And Innovation](#), Insigniam Blog, January 2019
- [Enabling Successful Change: Your Ticket To The Future](#), Insigniam Blog, November 2018
- [What Companies Are Confronting In Data](#), Insigniam Blog, May 2018
- [Data: What Does It Mean?](#), Insigniam Blog, March 2018
- [The Monster Under Your Bed](#), Insigniam Blog, February 2018
- [Building Trust In The Digital Age](#), Insigniam Blog, January 2018
- [Great Culture Sustains Great Performance](#), Insigniam Blog, July 2017
- [Game On: Creating A Game And Winning!](#), Insigniam Blog, April 2017
- Co-author, [Transformational Leadership Development Starts with Fitness](#), Insigniam Quarterly®, Spring 2016

- [Building \(And Keeping\) High Performance Teams](#), Insigniam Blog, October 2015
- [Living A Life Of Breakthrough](#), Insigniam Blog, September 2015
- [Your Secret Weapon To Breakthrough Performance: Transitions!](#), Insigniam Blog, April 2015
- [Get Out Of My Way! – Breakthrough Performance Or Force?](#), Insigniam Blog, January 2015
- [How Can You Achieve Breakthrough Performance In Today's Business World? Keep Your Knees Bent!](#), Insigniam Blog, October 2014
- [Managing Change: How Doing Little Things Differently Can Help You Make Big Changes](#), Insigniam Blog, September 2014
- [Fitness & Transformational Leadership: What's The Connection?](#), Insigniam Blog, April 2014
- [The Connection Between Fitness & Leadership](#), Insigniam Blog, April 2014

Insigniam B.I.T.s Podcast

- [Starting Fresh With A Powerful Context, featuring Colleen Flesher, Chief Operating Officer at Movora](#), October 2022
- [The Transformation of Work from a Nour to a Verb, with Instant Group Chief Client Officer, Emily Watkins](#), July 2022
- [Paradigm Shifts in Pharmacies, Insights from Former Chief Pharmacy Officer at Rite Aid, Jocelyn Konrad](#), May 2022
- [The Transformation Of Work-Life Balance As A Parent](#), December 2021
- [Why Transformation Is More Than Just Change](#), December 2021
- [What Tools Do You Need To Be A Healthy Leader?](#), November 2021

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