

ASH VERMA

Providing business growth solutions and alliances for tomorrow's dynamic world

I support board directors, leaders, and senior management in the private, public and third sector to evaluate change strategies, adopt responsible business practice and introduce pathways for growth, diversification and joint ventures in the UK and overseas markets.



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WHAT I ACTUALLY DO...

I work at *policy, design and delivery* levels to make a positive difference by using 55 years' of my knowledge and experience as a seasoned leader, former civil servant and entrepreneur in three ways:

As a *strategy consultant and mentor*, I:

- Undertake Diagnostic Reviews and Growth Plans and make recommendations to improve business and workplace wellbeing.
- Develop Market Entry Strategies in new and expanding countries, especially Global South Asian economies
- Generate access to a diverse network of international businesses and professionals.
- Build strategic alliances by connecting to global business networks, specialists, customers and influencers
- Contribute to personal and organisational confidence by sharing knowledge and expertise

As a non-executive director, I:

- Provide leadership, governance and specialist advice, guidance, and solutions as a Chairman, Director, or Trustee
- Help shape growth, investment, and marketing decisions
- Share my extensive knowledge, experience, and expertise of government policy on economic development, international trade, business and entrepreneurship support, healthcare, and community cohesion policies
- Design and help introduce corporate, governance (including succession planning), strategic and business development policies, processes and standards
- Provide Board Chairmanship services

As an *executive producer for film & TV* projects, I:

- Deliver brand promotion, product placement and investment opportunities via film and TV
- Access investors and financiers, including Return on Investment (ROI)
- Provide bespoke services on:
 - Script Reading/Testing and Refinement, including location, depending on story
 - Creative content, in English (with dubbing and subtitles, as appropriate)
 - Developing Special Purpose Vehicle (SPV)
 - Technical Plan, Budget preparation, Casting

As an *executive producer for film & TV* projects, I:

- Provide bespoke services on:
 - Accessing and preparing for national and international film and TV festivals
 - Marketing and Promotion
 - Recoupment strategy and Tax Credits
 - Pre- and post-production, including editing
 - Sourcing Sales Agents, Distributors – worldwide, especially Europe, USA, Canada, South Asia

WHAT YOU WALK AWAY WITH...

- **An action plan** with technology and AI driven tools and solutions for growth
- **Pathways and processes** for joint ventures in overseas markets
- **Investors** and financiers
- **Alliances** and network
- **Positivity**, direction, and a “can-do” mindset

WHO GETS THE MOST VALUE...

- Business owners/founder, leaders, board of directors of high-growth SMEs, large companies and charities
- Importers/exporters looking to access international markets, win new sales and enter joint ventures
- Chambers of Commerce, Business Associations, Economic Development Providers
- Independent film and TV companies looking for co-production investment, partners and tax benefits in the UK and overseas
- Healthcare and educational institutions and providers

CREDENTIALS IN BRIEF...

- **35+ years'** experience across healthcare, retail, telco, hospitality and professional services.
- **MBA, PhD** in human capital and decision-making; **Founding Fellow of the Institute of Sales Professionals (F.F.ISP)**
- **Author 3 books**, Co-authored a **patient experience framework** that helped shape practice in the **NHS**
- Led or supported programmes with **Boots, Volvo, O2, Hilton UK** and other blue-chip and SME organisations
- Founder of **Content Smart Hub**, a multi-agent, multi-format AI platform for content creation and automation