



JASON BURBY

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Jason has over 20 years of experience working with companies and brands across all aspects of marketing, technology, advertising, and data. He works as an executive coach, facilitator and advisor focusing on helping people grow and drive growth by supporting them unlocking their potential within.

Jason has held multiple leadership positions with companies ranging from small early stage to large public companies. He has worked in start-ups that have been acquired, led acquisitions/integrations and was on the executive team of a company that he helped go public on the NASDAQ in 2018. He has worked in both regional and global roles throughout his career. Jason is passionate about helping business leaders solve problems, build high performing teams, and maximizing individuals' potential. He is a long-time advocate of using data to inform business strategies to help clients attract, convert, and retain customers - having co-authored two books on the topic. He has worked within several WPP companies serving clients such as Microsoft, Ford, AT&T, TD Ameritrade and many more.

Degree and Certifications

- BA in Business Economics & Finance, University of Washington
- Associate Certified Coach (ACC) - International Coaching Federation (ICF)
- Hudson Certified Coach - Hudson Coach Certification Program (I2022-2023)
- Soul-Centered Living I Certification 2021 – USM Spiritual Psychology
- Co-Author 'Does It Work?: 10 Principles for Delivering True Business Value in Digital Marketing' – McGraw-Hill, 2015
- Co-Author 'Actionable Web Analytics: Using Data to Make Smart Business Decisions Actionable Web Analytics: Using Data to Make Smart Business Decisions' – Sybex (Wiley), 2007
- WPP Atticus Award Winner, 2008
- Hogan Assessments Certified

Jason's passion lies in unlocking the potential within people to drive greater personal satisfaction, better results and alignment to goals and performance.