

# Trish Anastos

Orange County, California

brainard  
STRATEGY



Trish Anastos is an executive coach and business advisor focused on leadership development programs for businesses and not-for-profit organizations. She partners with business executives to identify meaningful goals, and then develops plans designed to shift behaviors that will lead to personal and organizational success. Leaders are more self-aware, able to leverage their strengths, and develop effective relationships.

She has over twenty-five years of corporate experience and a successful track record of driving revenue growth by developing in-depth relationships with clients, as well as building high-performing teams. During her tenure at Young & Rubicam she grew a three-person field operation to a full service integrated marketing agency with over 150 people working on a range of clients, including Taco Bell, PepsiCo, KFC, Ford, and Mattel. Revenues grew profitably over 500% during this time. She served in a variety of leadership positions, including Chief Operating Officer, where she led the expansion of the agency to over 500 employees.

At The Leo Burnett company, she led cross-functional teams in the development of business building programs, consumer strategy, and advertising for Kellogg's, Kraft, and McDonald's, the latter of which required building relationships across the client organization at both headquarters and among the franchisee community. She has deep experience in retail organizations, developing strategy and partnering with clients to execute programs at the store level.

Trish earned her coaching certification from The Hudson Institute of Santa Barbara and is credentialed by the International Coaching Federation. She has worked with clients at Microsoft, Southern California Edison, Young & Rubicam, and The Wharton School. She holds an MBA from the Kellogg School at Northwestern University, where she participated in an accelerated program with a concentration in marketing. She holds a BS in Economics from the Wharton School at the University of Pennsylvania, and attended Randolph College. She is a trained leader in Girl Scouts, and is an Outward Bound alumna.