

LISA L. BAKER

FOUNDER | COACH | SPEAKER

MORE GROWTH, LESS GRIND

Lisa L. Baker is the Founder of Ascentim—an award-winning executive coaching and leadership development firm that guides high-achieving professionals and entrepreneurs lead boldly and live fully by discovering their unique Area of Greatness.

With over two decades in Fortune 500 leadership roles at Citigroup, Microsoft, and Synchrony, Lisa brings the rare ability to blend high-level strategic thinking with heart-led coaching that sparks real, sustainable growth. Her whole-person, inside-out approach is grounded in emotional intelligence and powered by her signature **I.G.R.O.W. Framework**, delivering measurable results for leaders, teams, and organizations.

Lisa equips high performers to quiet self-doubt, reclaim their voice, and align professional success with personal fulfillment—transforming pressure into purpose with less grind, more growth. A member of the **Forbes Coaches Council**, her thought leadership centers on helping leaders shed the mold of "should" and step fully into who they're meant to be.

Her work earned recognition, including Inc. Best in Business, Globee® Woman-Owned Startup of the Year, and the Stellar Business Award. But Lisa's proudest moments come from seeing her clients become the best version of themselves—achieving more than they thought possible.

Her core belief? "We all have an Area of Greatness where our strengths, passions, and purpose converge. When we lead from that extraordinary place, we are our most powerful, authentic selves."



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