



Lisa L. Baker

Founder of Ascentim®

Executive Coach | Speaker

“Transformational leaders know who they are, what they value, and the impact they're here to make.”

That belief has shaped every chapter of Lisa's career.

Lisa L. Baker is the Founder of Ascentim®, the award-winning leadership development firm that helps leaders move beyond shoulds, redefine success, lead boldly, and live fully on purpose.

With more than two decades of leadership experience at Bank One, Citigroup, Microsoft, and Synchrony, Lisa knows firsthand what it takes to lead in complex, fast-paced, high-stakes environments.

As Senior Vice President and General Manager at Synchrony, Lisa led the growth of a \$2.5 billion eBay credit portfolio.

By every traditional measure, Lisa had built an impressive career.

Behind the titles and achievements, Lisa navigated bankruptcy, divorce, and career setbacks that forced her to confront a deeper question:

Who was she beyond the title?

Through faith and perseverance, Lisa rebuilt her life and began letting go of who she thought she should be so she could discover who she wanted to become.

At the height of her corporate career, Lisa made a decision few expected: she walked away from executive success to pursue her purpose.

Lisa founded Ascentim® to help leaders move beyond success as the world defines it and create leadership—and lives—that reflect who they truly are.

At the heart of Lisa's work is the belief that every leader has an Area of Greatness™—the place where their strengths, passions, and purpose align.

Success means more when life feels as good as it looks.

Lisa Helps

Leaders see what they can't see alone.

Teams build trust that inspires accountability.

Organizations build leaders who elevate culture and performance.

Audiences shift perspective and spark bold, purposeful action.

RECOGNITION & CREDENTIALS



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