

Executive Bio



SHANNA WEBER **Career Coach & Leadership Development Consultant**

Prima Consulting
The Premier Leadership Experience

Shanna Weber is the Founder, CEO and lead consultant of Prima Consulting, focusing on igniting change in the workplace by creating team cultures where every team member is inspired to contribute, and they actually WANT to go to work every day.

Shanna is a sought-after coach and mentor who has successfully led top-tier teams at highly competitive, industry-leading firms. She is recognized for partnering with professionals on their journey to become extraordinary leaders, embracing the transformative power of inspiring followership, and fostering a culture of empowerment. Shanna coaches both leaders and individuals to transcend their limits while reinvigorating team cultures in our rapidly evolving environment. She has 23 years executive leadership experience in the finance industry, bringing a premier learning experience to her clients. Shanna has received numerous awards recognizing her leadership and led hundreds of leaders and teams in powerful discussions and workshops.

Prior to starting Prima Consulting, Shanna was the Managing Director of Corporate Strategy at Charles Schwab, leading a team focused on identifying near-term growth opportunities while also supporting long-term strategic planning across the enterprise. In her eight years at Charles Schwab, Shanna held many leadership roles, including Head of Retirement Income, Chief of Staff to the CEO of Asset Management, Head of Business Strategy and Head of Strategy and Product Development. Shanna also led Employee Development for the Asset Management Group, supporting employees in leadership development, mentorship programs, professional skills training, and diversity and inclusion programs. In this role, she successfully maintained overall employee engagement for 1500+ team members during the Covid pandemic in 30+ locations nationwide.

Before joining Schwab in 2015, Shanna was at Janus Capital Group (now Janus Henderson Investors) where she was the Assistant Vice President of Global Product Strategy and Development responsible for business strategy, product development, customization and pricing for domestic and international products. Prior to joining Janus in 2008, she served as a project manager and fund specialist with ING Funds, LLC (now Voya Investment Management), managing sub-adviser relationships and new fund launches. Shanna started her career in 2000 with Arthur Andersen as a Strategic Analyst.

Shanna earned an Executive MBA degree from the University of Arizona Eller College of Business and graduated top of her class with dual Bachelor degrees in Finance and Management from Arizona State University. She has completed the SIFMA Securities Industry Institute Executive program at The Wharton School and the Fostering Diversity and Inclusion program at Yale School of Management. She is a Certified Gallup Strengths Coach and has acquired extensive training in leadership and coaching techniques, including Positivity Quotient training, media and public speaking and Generational Studies in the work force. Shanna is Co-Head of Mentorship for Denver chapter of Women in ETFs, and volunteers teaching Financial Literacy to underserved community high schoolers.

Links for Shanna Weber

InFLXtion Points podcast: [Nothing Is Guaranteed, Change Will Happen with Shanna Weber](#),” December 1, 2022

Women in ETFs *We Talk Careers* podcast: [“Art of Negotiation with Shanna Weber](#),” May 17, 2022