

Executive Bio



SHANNA WEBER
Career Coach & Leadership Development Consultant
Prima Consulting
The Premier Development 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 highly sought-after coach and speaker with a proven track record of leading top-performing teams at industry-leading, competitive firms. Known for her ability to empower professionals, Shanna partners with individuals on their journey to becoming extraordinary leaders by embracing the transformative power of inspiring followership and fostering cultures of empowerment. With over a decade of experience in leadership coaching and more than 23 years as a successful executive in the finance industry, Shanna delivers a premier development experience to her clients. She has been instrumental in helping leaders transcend their limits and revitalize team cultures in today's fast-paced, ever-changing environment.

Shanna's exceptional contributions to coaching and development have earned her numerous accolades, including the Albert Nelson Marquis Lifetime Achievement Award and the Top 100 Registry Women of the Year Award. She has facilitated hundreds of powerful workshops and discussions, equipping leaders and teams with the skills and insights needed to thrive.

Before founding Prima Consulting, Shanna served as Managing Director of Corporate Strategy at Charles Schwab, where she led a team dedicated to identifying near-term growth opportunities while supporting long-term strategic planning across the organization. During her eight-year tenure at Charles Schwab, Shanna held multiple 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.

In addition to her strategic leadership roles, Shanna led Employee Development for the Asset Management Group, overseeing initiatives in leadership development, mentorship programs, professional skills training, and diversity and inclusion. Notably, she successfully increased employee engagement for a team of over 1,500 employees across 30+ locations nationwide during the challenges of the COVID-19 pandemic.

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 and business consultant.

Shanna earned an Executive MBA from the University of Arizona's Eller College of Business and graduated at the top of her class with dual Bachelor's degrees in Finance and Management from Arizona State University. She has also completed the SIFMA Securities Industry Institute Executive Program at The Wharton School and the Fostering Diversity and Inclusion Program at Yale School of Management.

As a Certified Gallup Strengths Coach and Hogan Assessment Certified professional, Shanna has acquired extensive training in leadership and coaching techniques, including expertise in generational studies in the workforce.

She is deeply committed to giving back to her community and working to advance the careers of underrepresented groups. In 2016, Shanna founded the Denver Chapter of Women in ETFs, volunteers teaching financial literacy to underserved high school students through the Ethnic College Counseling Center and mentors young women of color through the Traillionaires organization.