

## Aaron R. Plush, a Consultant who makes business happen.

Aaron R. Plush has been recognized for his keen insights into the processes, structures, and especially the people that make up the essence of modern business. Two decades of business leadership means he is equally comfortable in the boardroom of established corporations and the back rooms of startups, where he easily rolls up his sleeves to go hands-on with a tough problem in any setting. As a consultant, Aaron's toolbox is replete with skills required to get the job done—whatever its scope and details—on time, on budget, and to the highest degree of excellence. When he applies his considerable analytical muscle to an assignment, Aaron's solutions are practical and substantive: he draws on a vast library of experiential material hard-earned during a lifetime of top-level leadership. The results speak for themselves—as do the testimonials from many of his colleagues and clients.

### Success in the workplace.

Aaron spent almost five years with the international software company Citrix, where, as Chief of Staff to the Chief People Officer, he became adept at navigating the tricky waters of the C-suite while remaining focused on his roots in business development, international workforce management, and vendor & systems administration. While at Citrix, he established trendsetting best-in-class Supplier Diversity and Global Contingent Labor/Workforce programs. Previously, he spent ten years traveling worldwide for the Bartech Group and The Seaton Corporation (Staff Management/SMX), working with Fortune 500 clients in contingent workforce management. After a career of working globally, Aaron thrives—and consults—as an advocate for Equality, Diversity, Inclusion, Belonging and Justice in all aspects of his life.

*“Aaron is a thoughtful and effective leader. His ability to deliver results comes from his attention to detail, use of data to drive decisions, creation of strong partnerships, and his enduring positive approach to everything.”* (Sharon Morrison, Director, Paralegal at Chewy)

### Always spectacular.

**There are no bad days.** Aaron Plush's approach to life—business, personal, spiritual—is that you decide what your day will be. **Success** is a choice. **Happiness** is a decision. **Spectacular** is a mindset. **Exacting standards** are non-negotiable. Excellence is the outcome of this combination. A positive mindset and a personal commitment to excellence is more than just feel-good philosophy. While with the Seaton Corporation, Aaron exceeded the company's corporate goals and targets in 22 quarters and managed a Shadow Spend program that yielded a \$400 million-dollar savings for a premier client. At Citrix, he exceeded annual targets of over \$30 million spend with diverse suppliers.

### Seeing through the clutter.

One of the characteristics of a successful business advisor is the ability to see the core issue. With the many distractions in today's business environment, where personal bandwidth is as overloaded as digital bandwidth, it is critical to find a consultant who has the experience to see through the clutter and get to the heart of the matter with efficiency and thoughtfulness.

*“It's refreshing to work with a professional who can cut through the confusion that often surrounds businesses or projects that are struggling. Aaron sees it like it is—and he tells it like it is, but in a kind and functional way.”* (Richard Williamson, BackBurner Marketing).

Project and program management are among Aaron's top skills, and his reputation as a consultant who **makes business happen** stems from his ability to bring together complex elements and systems to meet goals and deadlines.

### What lies behind success.

While his business acumen is unquestionable, the characteristics of Aaron Plush that come through to everyone with whom he works, consults, or mentors is the power of his faith and the sincerity of his caring about and empathy for people, whether they are friends, coworkers, clients, or strangers. The biggest take-away of literally everyone whose personal or professional paths have crossed his is that Aaron Plush *cares*—deeply and thoroughly—about those around him and the impact of his work and mission have on the bigger picture of **business, ethics, justice, and equality**.

“Aaron leaves impact in all areas of his life beyond the workplace. He has a strong commitment to making a difference through service,” says Javona Braxton, Lead Diversity, Inclusion, & Belonging Consultant at Citrix. “What’s more appealing about working with him?? Aaron’s positive attitude towards work and life encourages everyone that he encounters, because every day in every situation is ‘always spectacular.’ I’ve witnessed Aaron’s commitment to driving next level thinking firsthand. He is a leader that is guided by integrity and respect for others”

Aaron is available not only as a consultant for businesses eager to reach their potential, but also as an inspirational speaker. His message of **Encouragement, Hope & Motivation** is drawn from his love of God and His role in Aaron's philosophy, work ethic, and success.