

ASHLEY MADDEN

CFP®, CPA, CEPA

CLARITY THROUGH CONFIDENCE

Her mission is simple: to replace financial uncertainty with clarity so people can make informed decisions and move forward with confidence.

For Speaking Inquiries
Contact Ashley today!



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For more than 25 years, Ashley has helped business owners make wise financial decisions that strengthen both their businesses and their personal financial futures. As a CFP® professional, Certified Public Accountant (CPA), and Certified Exit Planning Advisor (CEPA®), Ashley brings a distinctive blend of financial planning, tax, and business succession expertise to every presentation.

Ashley specializes in helping business owners increase enterprise value, improve profitability, prepare for a successful exit, and align business decisions with personal financial and tax planning. She believes exit planning is simply good business planning and that the strongest companies are built by owners who begin with the end in mind.

Known for her engaging style, practical insights, and sense of humor, Ashley transforms complex financial concepts into actionable strategies audiences can immediately apply. Whether speaking to business owners or professional advisors, she delivers practical ideas that help owners build stronger companies, create greater financial freedom, and exit on their own terms.

SUGGESTED SPEAKING TOPICS

Topics are customized and tailored to event and audience.

Build a Business Worth Owning and Worth Selling



How enterprise value, profitability, and owner readiness work together

The Owner's Roadmap to Financial Freedom



Aligning business strategy with personal financial goals

Building Value Beyond the Balance Sheet



The intangible drivers that make businesses more valuable

Designing Life After Business



Preparing financially and personally for what's next

Helping Business Owners Build Value Before the Exit



How professional advisors can create greater client outcomes through integrated planning

Don't see a topic listed you're interested in having Ashley speak on - Just Ask!