



## About Ryan

Ryan Wallace, founder of Awarely, transforms organizations by teaching leaders how to turn discomfort into competitive advantage. With 22 years of corporate experience spanning pharmaceutical marketing, enterprise AI sales, and executive leadership, Ryan has lived the progression many leaders face, moving from avoiding difficult conversations to confidently addressing boardrooms and corporate audiences.

As a former Executive Director of Marketing in the pharmaceutical industry and a closer of multi-million-dollar enterprise deals, Ryan understands firsthand the psychological barriers that keep even the most intelligent and hard-working professionals from achieving breakthrough results.



## Credentials & Expertise

Ryan is a certified executive coach through Fielding Graduate University, where he studied the neuroscience behind human behavior change, and performance optimization. Once gripped by nerves at the podium, he's now a confident corporate presenter, living proof of the powerful transformation his breakthrough principles deliver. His educational foundation includes a BA from the University of Mississippi and an MBA from Arizona State University.

## Personal Foundation

Raised in New Orleans, Ryan learned early that life can change in an instant, a perspective that shaped his approach to embracing uncertainty and taking decisive action. He's traveled twice to Uganda, Africa, to install water wells, reinforcing his belief in taking action despite uncertainty.

Ryan is married to Beverly, owner of Over the Wall Coaching. Ryan enjoys writing, playing guitar, tennis, and spending time with family.

## Mission

To help leaders and organizations identify and neutralize the subconscious resistance that drives avoidance, so they can act decisively, lead effectively, and execute when outcomes matter.