



Ammara Abedi

Founder of Ammentic

Advisor to CEOs and owners, and the boards
and investors behind them

AMMENTIC.COM



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This is who you are trusting with your decision.

Ammara Abedi works with leaders at the moment a decision stops being reversible.

An organizational psychologist by training, she gets the honest version of what is happening inside a business to the table, then turns it into a decision they can defend.

Expertise

- The work spans 12+ years with leadership teams in oil & gas, healthcare, manufacturing, technology, and professional services: more than 100 executive engagements, and over 70 one-to-one advisory relationships at the C-suite and senior leadership level.
- Executive conflict severe enough to put two roles at risk, resolved where the wider team could see it. It held.
- Decision frameworks built for one engagement that clients kept as their executive operating model.
- Post-merger leadership transformation that cut staff turnover by nearly half within a year.

Every Ammentic engagement runs through her hands. She is the one constant between what a client shares in confidence and what the room is allowed to see.

Qualifications

Ammara holds a Master of Arts in Industrial-Organizational Psychology and is a Professional Certified Coach (PCC) through the International Coaching Federation (ICF).

Her executive education includes Harvard, in AI and business strategy, where her focus was judging where AI genuinely strengthens a decision, and where it only echoes the room; Wharton, in M&A and corporate development; MIT, in design thinking; and Cornell, in inclusive and decisive leadership.

She teaches the discipline she practices: Adjunct Professor of the Psychology of Work at the University of Houston-Clear Lake, and board advisor to its graduate program in Industrial-Organizational Psychology.

For over a decade the rooms changed and the question didn't: what did this decision look like for the people who actually made it? I could bring consulting rigor. I couldn't bring the person who had already lived their decision, and that was what leaders were really asking for.

It stopped feeling like a gap in the market. It felt like a failure of the way advice works.

Ammentic is my answer.

Ammara

Founder of Ammentic

“Topics that typically remain unspoken were addressed directly, constructively, and in ways that moved the team forward. It’s rare to witness a senior team engage with the level of openness, honesty, and accountability that emerged.”

Corporate VP, Fortune 500 company

About Ammentic

Ammentic began with the question clients kept asking:

What did leaders who faced this decision actually do?

The consulting lens alone never fully answered it. Leaders wanted informed challenge before commitment, from people who had made the same call. So Ammara built the firm that puts both in the room.

Ammentic takes its name from **Ammara** and **authentic**. It is the standard she holds herself to first, and what clients and the Collective can expect of her, at the table and away from it. For each engagement, she assembles a group of executives, operators and investors from The Ammentic Collective, matched to the decision, not the industry.

The Read surfaces what is really going on.

The Pressure Test puts it in front of the room, where the client's assumptions are challenged but their name never enters. The client is never in the room.

The Action Brief returns in writing: a clear verdict with the reasoning behind it. Commit, commit with conditions, change it, wait, or do not commit.

Engagements are fixed fee and confidential, and they move fast. It starts with one confidential conversation: **ammara@ammentic.com**

Test your decision in 90 seconds at:
ammentic.com/test-your-decision

Somewhere a leader is about to make the mistake you already survived. They cannot see it. You could. If you miss being in rooms where something is genuinely at stake, this is that room:
ammentic.com/the-collective

WE PRESSURE-TEST THE DECISIONS YOU CANNOT TAKE BACK, WITH PEOPLE WHO HAVE CARRIED THEM

