

Asheya L. Warren, FSMPS, CPSM

PRAXIS - Founder & CEO | awarren@praxis-psm.com



Asheya L. Warren is the CEO and Founder of PRAXIS Strategic Consulting, a niche strategy firm established in 2012 that helps AEC (architecture/engineering/construction) firms, real estate developers, and civic and nonprofit organizations connect, communicate, and compete in an increasingly complex built environment.

With nearly twenty-three years of experience across construction, architecture, design, and real estate development, Asheya is a nationally recognized strategist, speaker, advisor, and thought leader in strategic communications, professional services marketing, organizational consulting, and inclusive engagement. Her work is grounded in a deep understanding of project lifecycles and the internal dynamics that shape how firms win work, build influence, and lead in their markets.

Asheya's career began in residential development and expanded into commercial construction management, where she led marketing and business development strategy for nationally ranked contractors. At PRAXIS, she positions firms and projects for long-term growth by aligning brand, messaging, public affairs, and stakeholder engagement with business goals and community impact. Her portfolio includes national campaigns like Construction Inclusion Week, real estate strategy, and equity-centered development.

She reframes marketing as a strategic business function, a driver of market position, stakeholder trust, and growth. Her approach integrates technical fluency, cultural competency, and community insight.

Asheya currently serves as Texas Advisory Board Chair for the Trust for Public Land, leading statewide park equity and greenbelt initiatives. She is also a city-appointed commissioner for the Skillman Corridor TIF Board, a board member for Habitat for Humanity, Dallas, and Chair Emeritus of the Society for Marketing Professional Services (SMPS) National Human Experience in Business Committee, where she served as founding chair. As a two-term past president of the SMPS North Texas chapter in Dallas, she was elevated to Fellow of the Society in 2023.

Her work has been recognized by the Dallas Black Chamber's Quest for Success program, DFW NOMA, Clutch Global, and Building Design & Construction magazine. Asheya is also a twenty-five year member of Alpha Kappa Alpha Sorority, Inc.

Led by a sense of community and championing for the common good- Asheya reflects this consciousness during all client engagements, civic involvement, and industry interactions.



PRAXIS

Education

Northwestern University,
Weinburg College of Arts & Sciences -
Racial Equity & Inclusion in Organizations

Southern Methodist University:
Bachelor of Humanities - Philosophy

Cox School of Business- Southern Methodist University:
Graduate Marketing Certificate

Certifications/Credentials

Fellow,
Society for Marketing Professional Services

Certified Professional Services Marketer,
Society for Marketing Professional Services

Institute for Inclusion -
Certified Diversity, Equity, Inclusion, Belonging
Consultant

Recognitions & Awards

- 2024, Dallas Black Chamber of Commerce, Quest for Success
- Spring 2024, Clutch Global Real Estate Consulting Award
- 2023, DFW NOMA Presidents Impact Award
- 2023, Fellow- Society for Marketing Professional Services
- 2022, Hall of Fame Inductee Society for Marketing Professional Services Dallas
- 2020, 40 Under 40 - Building Design & Construction
- 2019, Who's Who in Black Dallas

Involvement

- Trust for Public Land, Texas Advisory Board, Board Chair
- City of Dallas - Commissioner, Skillman Corridor TIF Board
- Habitat for Humanity, Dallas Board of Directors
- Leadership Dallas, Class of 2018
- Mayor's Star Council, Cohort 5
- Harmony Community Development Corporation, Board of Directors

Media Features, Speaking Engagements, & Publications

- 2023, National Association for Women in Construction - South Central Regional Conference
- 2021-2022, SMPS HxB (DEI) Townhalls
- 2022, Amplify AEC Conference
- Connect 4 Podcast
- 2021, National Organization of Minority Architects National Conference
- 2021, Society for Marketing Professional Services North East Regional Conference
- 2021, Women's Business Enterprise National Council Southwest