

HACIA ATHERTON

Principal Consultant, Author & Champion for Smarter, Stronger Trades Businesses

Hacia Atherton grew up in a fifth-generation plumbing family and made history as the first female CEO of a major plumbing company in Australia. She knows the trades from the inside out, and she knows how to grow a business that doesn't just survive, but scales with serious impact.

But Hacia's journey took an extraordinary turn. After a near-fatal horse-riding accident, doctors told her she'd never walk again. Defying the odds, she rebuilt her body and her life step by determined step. That experience shaped her deep understanding of resilience, leadership, and what it truly takes to build something that lasts.

Today, as Principal Consultant at Allstar Consulting Services and founder of Empowered Women in Trades (EWIT), Hacia helps trade business owners scale with strength without burning out their most valuable asset: their people. Through EWIT, she leads programs that attract and retain women in skilled trades, tackling the talent shortage and reshaping the industry from the inside out.

She's the author of *The Billion Dollar Blindspot*, a wake-up call to business owners about the hidden financial and psychological costs of burnout, toxic leadership, and poor communication—and a practical guide to fixing it. She's also a co-author of the best-selling book series *The Start Over Movement*, sharing her personal story of comeback and purpose-led success.

Hacia's mission is clear: help trade businesses grow with staying power through better systems, mentally fit teams, and leadership that brings out the best in every worker on site. If you're building an empire from the tools and want to do it smarter (not harder) Hacia is a must-listen.



About Allstar Consulting Services:

Allstar Consulting Services supports trade and industrial businesses in scaling with clarity, strength, and a people-first strategy. With boots-on-the-ground experience and a deep understanding of leadership psychology, Allstar works with business owners to build smarter systems, mentally fit teams, and high-performance cultures that last. It's not about working harder, it's about building something that works harder for you.

@hacia.atherton

www.linkedin.com/in/haciaatherton

www.haciaatherton.com

hacia@allstarconsultinginc.com

ACS ALLSTAR CONSULTING
SERVICES INC.