



Genena Woodson Armstrong ACC, SPHR

Genena is a highly sought after Professional and Personal Development Coach, Diversity & Inclusion Consultant, Speaker and Best-Selling author. She works with executives, managers and high potential professionals in the areas of leadership development, executive presence, vision casting, career management and brand identification. Genena is particularly passionate about supporting women—female entrepreneurs, women leaders and women in every walk of life. Her genuine heart for people, and her engaging and authentic personality is what initially draws those around her. Genena is great with creating enthusiasm in others and influences most people with her approachable and understanding demeanor.

Genena is an ICF ACC certified Professional Coach with over 25 years of Human Resources experience. Her education, certifications and experience speak for themselves. Her clients are mostly individuals who find themselves at a point in life where they are either identifying a shift in life, a career transition or starting over in the most surprising times of their lives. After spending 25 years in HR for Fortune 100 companies, Genena branched off 3 years ago and is now President and Founder of Metamorphosis Coaching LLC.

Prior to Genena served as a consultant for Caliber Home Loans as an Executive Coach & Executive Recruiter. Genena's prior experiences include Vice President & Executive Recruiter with The Jacob Group, Director, Diversity and Inclusion at CHRISTUS Health, Vice President of Diversity and Inclusion for Wells Fargo Bank, and the Target Corporation as Executive Recruiter for the Marshall Field's Company. Prior to Target, Genena held many human resources roles within Pillsbury and Siemens Corporation, where she served as Human Resources Generalist, College Recruiting Manager and Diversity Strategist—developing and implementing a wide range of human resource strategies and initiatives.

Genena holds a Bachelor's Degree in Business Administration from Illinois State University and completed graduate work at the University of Minnesota in Human Resources and Industrial Relations. She is a certified Senior Professional of Human Resources (SPHR) through the HRCI, and a Certified Diversity Management (CDM) recipient. Genena is a former board and executive committee member of CIS/Communities in Schools. Genena's professional organization and non-profit memberships include WOVI (Women of Visionary Influence, McKinney Chapter, Dallas HR, , the National Association of Health Service Executives, and Alpha Kappa Alpha Sorority, Inc. the first African American Sorority founded in 1908.

Genena is a Amazon #1 Best Selling author of "Bravely She Flies" released in May 2017, and also a contributing author of "Breaking Barriers: A Woman's Toolkit for Success" published by PWN.

Genena and her family currently reside in McKinney, Texas. She is a graduate of Leadership McKinney Class of 2018. She is married to Rev. Leroy R. Armstrong, Jr., Lead Servant of Proclaiming the Word Ministries and Teaching Pastor of First Baptist Church, McKinney, Texas. They have one daughter, Olivia (Boston, MA) and two sons, Carter "CJ" (19 years old) and Jamison (16 years old), and an orange Tabby "Simba."