



GENA PIRTLE

MILITARY-READY BUSINESS CONSULTING

Leader in workforce strategy and inclusive talent development with 25+ years of experience driving award-winning veteran and military programs.

CONTACT



617-834-5595



gena@genapirtle.com



www.genapirtle.com



Washington DC Metro Area

EXPERTISE

Workforce Strategies



Inclusive Leadership



Design Thinking



Employee Engagement



Change Management



WORK EXPERIENCE

2025-Present

Gena Pirtle Consulting LLC

Founder & Principal

Guiding organizations to build purpose-driven, inclusive cultures that fuel workforce innovation, leadership growth, and long-term business success.

1998-2024

Cisco

Global Leader - Social Impact & Inclusion;
Leader, Military & Veterans Affairs

Implemented workforce and corporate social responsibility strategies that empowered diverse talent, aligning an inclusive culture with business growth.

KEY ACHIEVEMENTS

- Secured No. 2 **Military Friendly® Employer** award (2022)
- Led the **CyberVetsUSA Consortium**, providing training for over 2,500 veterans and their spouses.
- Formed the **Cisco-Randstad Veteran Talent Connection**, connecting military job seekers with opportunities in the private sector.
- Established the **Cisco Networking Academy Talent Bridge**, facilitating connections between veterans and employers.
- Launched the **Veteran Talent Incubation Program (VTIP)** to improve veteran hiring and skill development.
- Co-founded the **Cisco VETS** Employee Resource Group (ERG) and the **Cisco Military Spouse Network**.





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COMMUNITY ENGAGEMENT

- 2003-Present: Member, **Army and Navy Club** (Washington, D.C.)
- 2005-Present: Volunteer, Fundraising and Marketing, **Wounded Warriors Family Support** (wwfs.org)
- 2018-2022: IT Roundtable Advisor, **Veteran Jobs Mission Coalition**
- 2023-Present: Member, **SHRM Military Community Advisory Council**

CONSULTING OFFERINGS

- Strategy and workforce design
- Inclusive leadership training
- Public sector sales enablement
- Veteran ERG best practices
- Workshops, toolkits, hack-a-thons
- Nonprofit consulting/recommendations
- Community outreach projects
- Speaking engagements



GENA PIRTLE

ABOUT ME

As the spouse of an Army veteran and a proud mom of a VMI cadet, my commitment to the military community is both personal and professional. For over 20 years, I've supported veteran causes and built programs that help service members and spouses thrive in civilian careers.

At Cisco, I led global Veteran and Military Affairs efforts, earning a No. 2 Military Friendly® Employer ranking and launching several initiatives which helped train and employ thousands of veterans and spouses.

Now, through Gena Pirtle Consulting, I help businesses design military-ready workforce strategies that attract, retain, and empower top talent. I'm excited to collaborate with businesses and leading military nonprofits to turn purpose into impact.

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