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SAN ANTONIO

A Powerful, Renowned Executive Coach

Shaped by discipline and resilience, a renowned executive coach helps clients achieve their greatest career potential.



It's not hard to find a corporate coach. Some have written books. Others counsel via social media. Many offer good advice.

Barbara A. F. Greene resides on a different plane. Founder and CEO of Greene and Associates, Inc., she has dedicated her career to coaching top executives, nonprofit organizations, and businesses on issues such as succession planning, career development, and transition strategies while focusing on resiliency during change. She is an equity partner with Career Partners International, an International Coaching Federation Master Certified Coach (ICF MCC), and a certified Marshall Goldsmith Stakeholder Centered Coach (SCC), as well as a widely known entrepreneur, philanthropist, and author.

"I have an internal drive to help people," Greene says. "I believe individuals are innately good and can go as far as they want to go because that's what happened to me."

To Connect and Inspire

They say adversity builds resilience. Greene would agree. Growing up, she was one of six siblings in a family where money was tight. She paid her way through college working diverse jobs, from jet manufacturing line worker to restaurant server and host, before earning a master's degree as well as numerous business coaching certifications. While working at a professional services firm, Greene realized she'd hit a glass ceiling, so she struck out on her own and launched Greene and Associates.

That first year was grueling: Soon after landing her first big contract, Greene learned that her young child had cancer. With grit and faith, she offered guidance in career management to 8,000 employees of a major tech company amidst immense change and co-authored the *Texas Job Hunter's Guide*—all while overseeing her child's care.

Greene is especially adept at mentoring newly arrived business executives looking to establish leadership. "Key to an executive's career is understanding how to navigate externally in their communities as well as internally," she says.

As an entrepreneur, Greene is always seeking new ways to elevate Greene and Associates' services. When the COVID-19 pandemic impacted business, the company pivoted from in-person training to free webinars while featuring nonprofit organizations. Simultaneously, Greene launched PowerAMP™ Coaching, a cutting-edge blend of artificial intelligence and globally experienced live coaches to improve the impact of coaching and reduce risk, driving true ROI and measurable improvement at scale. These innovations helped her grow her global community of mentees, who continue to thrive and connect virtually while drawing inspiration from their diverse backgrounds.

Greene's commitment to developing people to their greatest potential extends to her community. A well-known figure in San Antonio, she is actively involved with a number of nonprofits such as City Year, THRU Project, Girl Scouts, San Antonio Lighthouse for the Blind & Visually Impaired, Rotary Club of San Antonio, and is a past president of the National Association of Women Business Owners and Association for Talent Development, San Antonio Chapters. Her dedication to diversity, equity, and inclusion were recognized with The Texas Diversity Council's DiversityFIRST™ Leadership Award.

"At Greene and Associates, we work globally, but our ability to dive deeply into this city is the magic ingredient of our success," she says. "We aim to connect and inspire wherever we are."

Greene and Associates, Inc.
A Career Partners International Firm
CONNECT. INSPIRE.

