

Genena Woodson Armstrong, SPHR, CDM

Genena Woodson Armstrong leads the Coaching and Women's Ministry for Proclaiming the Word Ministries (PtWM). Genena's passion for hope and healing for women of all ages stems from her upbringing. Genena accepted Jesus as her Lord and Savior at the early age of nine. Born and raised on the south side of Chicago, to a single mom with 9 siblings Genena understands what it means to "abase and abound." Her authentic love for people, and her engaging personality is what initially draws those around her. Quickly Genena will share it is the light of the Lord within that fuels what people see in her, and how God chooses to heal and grow people through her.

Genena is an Executive Coach, and brings over 25 years of Human Resources experience to PtWM. Her education, certifications and experience speak for themselves. Currently Genena is an Executive Coach and Human Resources Consultant working with individuals and companies. Life Coaching is simply her lifelong calling, and God given gift to His people.

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 a number of 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 studies 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 from the Institute for Diversity, American Hospital Association Division. Genena is a former board and executive committee member of CIS/Communities in Schools. Genena's professional organization memberships include the National Association of African Americans in Human Resources, the National Association of Health Service Executives, and Alpha Kappa Alpha Sorority, Inc.

Genena is also a contributing author to the book "Breaking Barriers: A Woman's Toolkit for Success" published by PWN.

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 adult daughter, Olivia (Boston, MA), two teenage sons, Carter "CJ" and Jamison, and an orange Tabby "Simba."