

A circular portrait of Barbara A.F. Greene, a woman with short dark hair, wearing a dark blazer and a necklace. The portrait is set against a background of blue and white diagonal stripes.

BARBARA A.F. GREENE

SENIOR CONSULTANT

Barbara A. F. Greene has distinguished herself in her profession and the community... Her client list reads like a Who's Who of successful businesses locally, regionally, and nationally. She assists top executives, nonprofit organizations, and businesses of all sizes with succession planning, career development, transition strategies, mentoring, and executive coaching. She also designs and facilitates team building and planning retreats.

Barbara started as a sole practitioner and has grown Greene and Associates, Inc. globally to a partnership with Career Partners International, thanks to a 99% referral rate from client companies that include Fortune 50 companies. She is recognized as an expert in her field, using innovative approaches to customizing services to client needs, often creating partnerships to provide an in-depth array of services to her clients. Barbara has written many articles for the San Antonio Business Journal and shares her expertise with young adults by providing college student internships and hosting international students.

In her first year of business, IBM selected Barbara to be part of a team to implement a career resilience program serving over 8,000 employees in Austin, Texas, focusing on the distinction between lifetime employment and lifetime employability. Barbara's firm was selected over international firms to provide executive coaching, corporate mentoring, and career transitioning to a 500-member, multicultural workforce of line workers to executives and Ph.D. employees of the Philips Semiconductor San Antonio plant that closed in 2003. Considered a leadership legacy, the team's efforts resulted in a final production run ahead of schedule, with \$20M in revenue over budget, 100% signed severance agreements, zero sabotage, zero lawsuits, 90% customer satisfaction, and the desired microchip yield rate. Barbara and her team produced similar results for a workforce of 600 employees of NXP Semiconductors in Fishkill, New York, in 2009.

Barbara is best described as passionate—about her clients, about the community, about helping people, and about her family. She has been involved with the North San Antonio Chamber of Commerce, including serving on the committee that launched the CFO Forum that has received high recognition. Greene and Associates, Inc. holds a membership with Greater San Antonio Chamber of Commerce and North San Antonio Chamber of Commerce. She is a Leadership San Antonio (LSA) graduate. As president of the San Antonio chapter of the National Association of Women Business Owners (NAWBO), Barbara accepted the National NAWBO Diversity Award in 2007 and served as chair for the program, An Income of Her Own, an entrepreneurial program for teens, with thousands participating. She serves on the team that Co-Launched the 2019 NAWBO Scale-Up Program. Barbara is involved with the San Antonio International Visitors Council.



CATALYST
TALENT | LEADERSHIP | CULTURE