

GENISE DAWSON

Chief of Staff • Director of Operations • Strategic Operations Facilitator

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SUMMARY

I build things that outlast me. Across 18+ years at Microsoft, every framework, program, and governance structure I created was handed off, scaled, and sustained long after I moved on. I've supported organizations from 300 to 40,000 employees, led change management for a \$100M campus renovation, integrated 200+ employees through multiple acquisitions, and built enterprise programs that reached thousands.

I'm a systems builder, strategic operator, and leadership partner who brings clarity to complexity. I design operational frameworks, align cross-functional teams, and deliver programs that strengthen execution at scale. Today, I support organizations through fractional Chief of Staff work, operational consulting, and strategic facilitation.

CORE ROLES

Fractional Chief of Staff • Director of Operations • Strategic Operations Facilitator • Corporate Programs Leader

KEY ACHIEVEMENTS

- Scaled an organization from 300 → 40,000 employees
- Led change management for a \$100M campus renovation
- Built a global admin network from 1 → 135
- Integrated 200+ employees across multiple acquisitions
- Delivered Intern Day with 112% attendance and 4.5/5 satisfaction
- Built a 7-pillar OKR framework used for senior leadership reporting
- Achieved 98% conversion across inclusive hiring programs
- Co-led Microsoft's first AI Skills Accelerator
- Grew ERG membership from 19 → 550+
- Co-led product feedback that shipped two Microsoft features
- Earned three Gold Star Awards

EXPERIENCE

Co-Founder & COO

CATALYST CODED FOUNDATION

- Lead operations, partnerships, and program design
- Build systems for founder support and cohort programming

Founder

THE OPS HANDOFF

- Audit operational gaps and implement pre-built systems
- Migrate teams onto tools that reduce lost time and revenue

Business Program Manager

MICROSOFT

- Owned enterprise programs across a 40,000-person organization
- Delivered 112% Intern Day attendance

- Built 7-pillar OKR framework
- Led inclusive hiring programs (98% conversion)

Co-Founder & Chair

ERG LEADERSHIP (E+D CHAPTER)

- Grew membership from 19 → 550+
- Delivered product feedback that shipped two Microsoft features

Senior Executive Assistant

MICROSOFT

- Operational partner to EVP through org growth from 300 → 40,000
- Built global admin network from 1 → 135
- Led change management for \$100M renovation

Administrative Assistant

MICROSOFT

- Gold Star Award recipient

Benefits Administrator

MICROSOFT

- Presented weekly at company-wide orientations

STRATEGIC OPERATIONS FACILITATION

Hybrid facilitation blending innovation, operational alignment, and decision-making acceleration. Experience includes ERG leadership teams, women-led nonprofit organizations, division-wide administrative groups, and cross-functional support teams.

VOLUNTEER & COMMUNITY LEADERSHIP

- Microsoft E+D BAM
- Junior League of Seattle
- Valley Black Collective
- The Perfect Push Foundation

CERTIFICATIONS

- Artificial Intelligence for Business & Prompt Engineering
- Certified Project Manager (CPM)
- The Coaching Habit — Organizational Teams

CORE COMPETENCIES

Strategic Planning • Executive Partnership • Operational Systems Design • OKRs & KPIs • Program Ownership • Cross-Functional Alignment • Change Management • Workforce Strategy • Inclusive Hiring • Event Production • M&A Integration • Sprint Facilitation • Governance Design • Employee Experience

TOOLS & PLATFORMS

Microsoft 365 • Copilot • Loop • SharePoint • Teams Live Events • Viva Goals • Power BI • Qualtrics • SurveyMonkey • iCIMS • SuccessFactors • HubSpot • Salesforce • Notion • Asana • Canva • Google Workspace • Squarespace • ClickUp