

# CDR Ambassador



Dr. Gena Yvette Davis is a renowned Organizational Psychologist, successful entrepreneur, philanthropist, and community advocate. She is the visionary founder and CEO of True Synergy Inc., a high-growth company specializing in corporate culture change, people operations, and behavioral transformation for progressive and innovative global organizations. True Synergy empowers clients to create more inclusive, collaborative, mindful, and thriving work environments through strategic people and culture initiatives and human capital solutions.

Dr. Gena takes a unique approach to her work, incorporating the Use of Self methodology, a focus on the intersectionality of race and gender, and a concentration on Self and Being for women. In 2020, she launched her social communication and media brand, Dr. Gena Yvette Davis Media, which has become a major platform for her to speak to audiences throughout the country, coach executives privately, and write extensively. Her rich messages with practical tips, strategies, tools, and motivating advice are designed to improve behavior within organizational systems.

As an expert in behavioral-based change, people operations, internal branding strategy, and DEIBAJ (Diversity, Equity, Inclusion, Belonging, Accessibility, and Justice), Dr. Gena uses proven interventions to shift mindsets and create systemic changes in growing organizations. She has earned extensive expertise in applying various methodologies, principles, philosophies, practices, and tools from the applied behavioral and social sciences. Dr. Gena helps executive leaders and their teams understand their essence and awareness of Self, leading to improved behavior and mindset shifts.

Dr. Gena is an experienced coach and facilitator, having trained Black women and girls on various topics, from self-esteem to communication to building positive relationships. Her passion for self-care, community, and social justice led her to launch My Serenity Sanctuary in 2022 to advocate for social change and equality in reducing the stigma behind emotional and mental wellness.

My Serenity Sanctuary is a 501(c)(3) public charitable organization. It's a self-care ecosystem and wellness community that empowers Black women and girls with a safe space and abundant resources focusing on their mental, physical, and spiritual health and emotional well-being - their overall Self & Being. Dr. Gena's work aims to make self-care, wellness, and physical and mental healthcare accessible and inclusive for Black women and girls through fundraising, programming, support, and interactive community building.

With 18 years as a marketing communications executive and senior consultant, Dr. Gena has developed and led strategic marketing, public relations, advertising, and branding programs for the entertainment and retail shopping center industries. She has held roles at prestigious companies like Sony Pictures Entertainment, The Walt Disney Company, and Fox Entertainment Group.

Dr. Gena is also the author of two upcoming books: "Image is Everything: Eight Ways Successful Women Can Have a Positive Self-Image" and "Making Your Culture Match Your Brand: How Successful Companies Thrive in An Ever-Emerging Future."

Dr. Gena is a University of Southern California graduate with a BA in Communication Arts & Sciences, an MBA in Marketing from the University of Phoenix, and a PsyD in Organization Development from the California School for Professional Psychology (CSPP) at Alliant International University, Fresno. She has also received business certificates of completion from Harvard University's The Science of Wellbeing course and Cornell University's Women's Entrepreneurship Program. Dr. Gena is a board-certified coach (BCC) and received her certification from the Center for Credentialing and Education. She received her coaching training and certification from the Certified

Coach Federation (CCF). She is also a certified Everything DiSC® trainer and is certified in the Myers-Briggs Type Indicator (MBTI).