

# Crystal Bessix



Crystal Bessix is an enterprising, performance-driven and passionate executive recognized for proven leadership in organizational development, strategic management, process improvement, and marketing. With over 15 years of experience, she is a true champion for the workforce aligning leadership, talent management, teaching, and technology to increase innovation and performance.

She is an award-winning branding strategist, guest lecturer for leadership, and is highly sought and respected for her creative talent and keen business expertise. Crystal brings the best of both worlds – business and education. Her experience in higher education and dedication as an adjunct professor brings a well-rounded perspective to learning and strategy at work. As a doctoral practitioner, Crystal has investigated, researched, and synthesized countless advanced leadership theories and practices such as situational leadership, transformational and transactional leadership, women in leadership, and the intersection of leadership and entrepreneurship.

## PROFESSIONAL EXPERIENCE

Over the span of her career, Crystal has held several different roles that have led her to be a seasoned pro when it comes to leadership and development. As the Director of College Relations at Lee College, she provided leadership for a team of 15 people, managing student outreach programs, developing integrated marketing communication plans and improving relationships within the faculty to increase recruitment and involvement in retention activities.

As the Adult Education Distance Learning Instructor, Crystal managed the college's learning management system (LMS) to support over 100 online adult learning students per semester. She also evaluated new and emerging technologies and their ability to meet both teaching and learning needs, and assessed how to integrate them into existing classroom technologies. Crystal continued to grow her career and became an Adjunct Instructor for business, management and marketing. She facilitated meaningful learning of course competencies in curriculum, and proactively supported all facets of the blended learning environment resulting in an average of 9.3 Net Promoter Score score on scale of 10 as rated by students.

Crystal is now the President of edOpp Solutions, a Houston-based learning and strategy company on the mission to change the way organizations operate, people work, and communities exist. In her role, Crystal partners with business, nonprofit, and education leaders to draw out the best in organizations while mentoring and leading people to achieve their potential. From working with startup businesses to global companies and government agencies, Crystal has spearheaded organization restructuring, product innovations, go-to market strategies, and streamlined processes and systems to drive significant growth.

## CERTIFICATIONS & SPECIALTIES

- Member of Association for Talent Development, Houston Chapter
- Licensed to administer the Myers-Briggs Type Indicator Assessment (MBTI), Strong Interest Inventory, and Thomas-Kilmann Conflict Mode Instrument (TKI®)
- External Assessor - David P. Weikart Center for Youth Program Quality
- Member - American Marketing Association, Houston Chapter
- 2017 AMA Marketer of the Year Nonprofit Category
- 2016 AMA Marketer of the Year Business-to-Business Category

## KEY SKILLS & QUALIFICATIONS

- Leadership
- Executive and Performance Coaching
- Organizational Development
- Strategic Planning
- Project Management
- Team Building
- Change Management
- Performance Management