



genWHY

Communication Strategies



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#### COMPANY PROFILE

genWHY Communications is a new training and development business launched by Kristin Scroggin. They specialize in generational workplace diversity and Communication-focused soft-skill training. genWHY presenters couple a humorous presentation style with interesting and applicable information that can assist any organization in bettering Communication skills.

# Bethanni Egolinsky

A Houston, Texas native, Bethanni Egolinsky graduated with her BSBA degree in Finance from the University of Alabama in Huntsville in 2016. While there she took multiple Communication courses from Kristin Scroggin. Prior to graduation she was offered a position with the GMD program at Boeing where she spear-headed the creation of the Intern Liaison Program and served as the Community Involvement Lead for REACH program. Additionally, she served as the Communications Chair for the BSRP (Business Skills Rotation Program) for early career business employees. After a brief stint at Lockheed Martin, genWHY reached out to her to join our team as a speaker and content developer. Her experience as an “outlier” Millennial employee in the government contracting world allows her to provide tools, and unique insight, to companies operating within a more rigid organizational structure. Bethanni lives in Huntsville with her two amazing children.

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