BIOGRAPHY
DR. BUNMI "BB" BABALOLA

Dr. Bunmi "BB" Babalola is the President and Managing Director of GEN Global Solutions. A business transformation and Organizational Change Management (OCM) executive leading business and culture change initiatives within the human capital and organizational transformation business areas, Dr. Babalola offers 20+ years of subject matter expertise and executive leadership in program management, OCM, culture transformation and change, system training, diversity training, communications, stakeholder engagement, and public affairs/media relations in both public and private sectors.

A leader in the strategy consulting field, Dr. Babalola has advised clients and led teams to enable broad adoption of business and culture change by designing, developing, and managing the implementation of enterprise change initiatives critical to business optimization. Her notable career spans federal, state, local, national, and international government agencies, including the Department of Veterans Affairs (VA), Department of Defense (DoD), Department of Justice Federal Bureau of Investigation (FBI), Department of State, White House Liaison Office, DoD/VA Interagency Program Office, and the United States Army. Dr. Babalola has extensive experience in the corporate space, having served clients in the IT, oil & gas, high tech, healthcare, "Big 4," professional and business services, and law enforcement industries. Dr. Babalola is best known for her ability to lead an organization through transformational or culture change, her skill in successfully engaging with stakeholders, and extensive aptitude for communications and training.

Dr. Babalola has established a successful track record in leading and managing multimillion-dollar programs, and providing technical and administrative direction to small and large task teams in a variety of environments. She has in-depth knowledge of government procedures, having served as the chief of staff for strategic communications at the Department of Defense (DoD) Military Health System (MHS). In this role, Dr. Babalola led an award-winning communications program, aimed at reaching more than 9.5 million TRICARE beneficiaries to ensure that their healthcare needs are met. She led the initiation and launch of the DoD MHS social media campaign and was responsible for the Assistant Secretary of Defense's positive news placement in the New England Journal of Medicine, CNN, Washington Post and the New York Times.

Dr. Babalola worked as a senior advisor for the White House Office of Science and Technology Policy, where she led managed all presidential awards and ceremonies, including the Nobel prize and National Medals of Science and Technology. She led an interagency working group

and served as the lead liaison between the Executive Office of the President and the Office of Science and Technology policy.

Dr. Babalola led an OCM effort for the United States Army Enterprise Management Decision Support program, where she worked seamlessly to successfully transition Army action officers from disparate data systems to an integrated and cross-functional system using her OCM, communications, stakeholder engagement and training expertise to gain user adoption. In addition, Dr. Babalola provided OCM leadership and support to the Federal Bureau of Investigation (FBI) where she employed an integrated OCM strategy and tactics to help change the organizational culture within the FBI agent ranks. Dr. Babalola led a multi-million-dollar healthcare project as the deputy director for a Centers for Medicare and Medicaid Services (CMS) project where she led a team of outreach, education and training experts focused on organizational transformation and culture change within CMS. She has contributed to significant cost savings and operational efficiencies in communications program administration through strategic, stakeholder-focused solutions. In all the agencies that she served, Dr. Babalola has provided thought leadership and strategic communications expertise to support executive decision making.

Dr. Babalola is well-versed in leading and working with global and remote change teams, having worked on various projects with staff from four different continents. She is experienced with the Agile methodology and integrating OCM into projects using Agile development and scrum methodology. Dr. Babalola has extensive experience in the following OCM approaches: ADKAR, McKinsey 7S model, Lewin's theory, and the Conner Partners approach to change.

A Veteran of the United States Army, Dr. Babalola is skilled at representing organizations as the key communications "mouth-piece," and building collaborative internal and external relationships and networks. She has worked to gain stakeholder buy-in at different levels of various organizations, champion organizational and culture change efforts for these organizations, positively influence user adoption, and establish outstanding strategic partnerships and relationships with stakeholders, the public, staff, and the media.

Dr. Babalola holds a Bachelor's degree in Journalism and Pre-law, a Master Project Manager (MPM) certification, Master's degrees in Public Administration and Business Administration (MBA) and a Ph.D. in Psychology and Management with a focus on Organizational Psychology & Organizational Change. Dr. Babalola is a part-time adjunct professor who is very passionate about education, successful organizational transitions, diversity training, organizational culture change and growth, leadership and stakeholder alignment, and talent development and growth.