



The Total Solutions Provider for the Workforce

✉ 5450 NW Central Drive, Suite 309  
Houston, TX 77092

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🌐 <http://www.edoppsolutions.com>

## Crystal L. Bessix, MBA

Crystal L. 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.

Ms. Bessix is 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. edOpp partners with organizations seeking to attract, hire, train, and retain a high performing workforce. As the total solutions provider for businesses, nonprofits, government agencies, and K12/higher education, edOpp provides an array of workplace learning and business strategy solutions designed to transform purpose, people, processes, and performance.

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 hundreds of 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.

As President of edOpp Solutions, Bessix is responsible for the strategic direction and vision of the firm resulting in 60% annual growth each year. She manages and provides guidance to team of 20 onsite and remote employees and contractors to successfully execute on various client projects. Crystal is building the world's premier workplace learning and strategy company. Since 2009, Bessix and her team have facilitated over 8,000 training courses, workshops, seminars, online courses, webinars, and learning programs. Additionally, edOpp has transformed nearly 3,000 entrepreneurs, 75,000 employees, and provided transformational coaching to nearly 2,000 professionals and managers.





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She is an award-winning branding strategist, guest lecturer for leadership, and highly sought and respected for her creative talent and keen business expertise. Crystal and her team have made significant accomplishments. In 2013, edOpp was recognized by the Houston-Galveston Women's Business Center as the **Small Business of the Year**. edOpp was also awarded by the American Marketing Association as the **2016 Marketer of the Year for Best in Business-2-Business Services**. In 2017, edOpp received the **MOTY in the Nonprofit Category**. edOpp is also an **ACT® Authorized Career Solutions Provider** to assess your workforce and identify qualified applicants using scientifically reliable and valid assessments and tools.

As an alumna of University of Houston's Bauer College of Business, Crystal received her Bachelor's in Business Administration in Marketing and Management. She also holds a Master of Business Administration from American InterContinental University-Houston. Currently, Ms. Bessix is in her final year of the Doctor of Philosophy in Leadership Studies program at Our Lady of the Lake University. 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.

Learn more about Crystal's story from triumph to success in her recent interview with Voyage Houston at: <http://voyagehouston.com/interview/meet-crystal-bessix-edopp-solutions-northwest-290-area/>

Discover Crystal's insights on the workforce at <https://www.linkedin.com/in/crystalbessix/>

View Crystal in action and check out this free video [mini-class](#) or register for next upcoming [webinar](#)!

Check out edOpp's latest marketing campaign, Rethink People, to gain strategies on how to attract, hire, train, and retain your workforce at: [www.edoppsolutions.com/rethink](http://www.edoppsolutions.com/rethink)

Join our [Global Suggestion Box](#)! We're giving the people of the workforce a voice to make our workplaces better!