



# Strategic Planning Consulting Team



# Project Leadership

**Martha Greenway**  
Project leader,  
facilitator and coach



- Founded GSG in 2012, leading over 50 strategic planning projects across the U.S.
- 30+ years experience in strategy and performance improvement
- Former Deputy Superintendent of a school district serving 95,000 students
- Designed a charter system model for all schools based on flexibility and accountability
- National Vice President of Planning and Policy for United Way and executive in two local United Ways
- Program Evaluator for Ohio Department of Mental Health
- MSW and MPA from Ohio State University

**Sarah Glover**  
Project Manager,  
facilitator and coach



- Former Vice President of Client Success with Panorama Education, collecting and analyzing stakeholder feedback for over 600 education organizations serving nearly 9 million students
- Executive Director of Strategic Partnerships with Harvard Graduate School of Education where she co-created the Data Wise Coach Certification program; and the Harvard Strategic Data Project, enabling over 37 school systems to enhance the utilization of data to guide decisions
- Trained numerous school boards in the Reform Governance model with the Center for Reform of School Systems, including Christina School Board
- Elected school board member in Bozeman, MT
- MBA and MPA from University of Texas, Austin

# Project Team

## **Marlena Gross-Taylor**

Facilitator and coach



- Advocate for and designer of equitable approaches to teaching and learning
- Former Chief Academic Officer for a school district of over 65,000 students in Colorado
- Director of Secondary Schools for a 13,000 student district in Tennessee
- Partner Success Manager for Discovery Education, where she built strategic partnerships with school districts, transforming teaching and learning through the implementation of engaging standards-based K-12 digital curriculum, intensive professional development, and connections to the global community.
- Served as a principal and teacher at the elementary, middle and high school levels.

## **Fran Cowart**

Data and stakeholder input analysis manager



- Former Outcomes Measurement Manager with the Girl Scouts of Greater Atlanta
- Managed stakeholder perception surveys
- Researcher at the Southern Regional Education Board
- Conducted school district assessments and surveys for over 1000 schools across the U.S.
- Analyzed national education data
- Trained teachers and school leaders on use of student data to drive improvement
- Evaluated literacy and mathematics instructional programs