

Natalie M. Crawford, DVM, M.S.

natalie.crawford316@gmail | 410-903-4119 | Middletown, DE | www.linkedin.com/in/natalie-crawford-dvm

PROFESSIONAL SUMMARY

Purpose-driven veterinarian, leader, and executive coach with over 15 years of experience mentoring professionals, leading cross-functional teams, and implementing programs that support professional and business development. Skilled in strategic thinking, simplifying complexity, and guiding individuals through career transitions, building leadership capacity, and improving organizational performance. Clinical and scientific expertise that informed a practical, experience-driven approach to professional coaching and development.

STRENGTHS

- Strategic and operational planning
- Cross-functional collaboration and stakeholder engagement
- Team leadership, coaching, and mentorship
- Coaching and professional development for students and faculty
- Professional development design and assessment of outcomes
- *In vivo* science and research design
- Portfolio and project management
- Organizational change and culture leadership
- Communication, ethics, and leadership education

EXPERIENCE

E=NC² Coaching LLC | Founder and Chief Executive Officer | Oct 2025 – Present

- Provide coaching to veterinary professionals navigating career transitions, fostering clarity, confidence, and sustainable growth.
- Developed and implemented student coaching and faculty training programs for a Doctorate of Physical Therapy program, focusing on professional development, mentorship, and reflective practice.
- Scheduled co-presenter at American Physical Therapy Association (APTA) Combined Sections Meeting (CSM 2027) on strategies to support student self-efficacy and professional development.

Middletown Veterinary Hospital | Director of Operations | Apr 2025 – Dec 2025

- Facilitated management team meetings, mentoring, and coaching to strengthen leadership effectiveness and team alignment.
- Developed and implemented process improvements to enhance workflow, client experience, and team productivity.
- Partnered with ownership to align business operations with clinical and financial objectives.

Chokmah Coaching LLC | Founder and Chief Executive Officer | Oct 2023 – Sept 2025

- Provided leadership coaching to veterinary, scientific, healthcare, and technical professionals to enhance decision-making, performance, and career development.
- Supported small animal hospital through organizational restructuring, improving operational efficiency and team communication.

W.L. Gore & Associates, Inc. | Vice President of Operations, Medical Products | Sept 2022 – Jul 2024

- Led over 7,000 associates through the restructuring of business operations to align with a new enterprise business model, improving efficiency, collaboration, and accountability across multiple divisions.
- Steered strategic marketing and operational decision-making processes that converted product portfolio expansion and capacity opportunities into approximately \$700M in top-line growth.
- Owned and refined unified business processes to support divisional strategy, guide portfolio lifecycle decisions, and ensure alignment with financial and performance metrics.
- Mentored and coached a cross-functional leadership team of program and portfolio managers, strategists, and communicators, fostering professional development and strengthening organizational capability.
- Collaborated with stakeholders across R&D, manufacturing, and commercial functions to bridge gaps in communication, align priorities, and ensure execution of enterprise objectives.
- Developed frameworks for continuous improvement, operational excellence, and change management, ensuring sustainable performance gains.

W.L. Gore & Associates, Inc. | Global Director, Diversity, Equity & Inclusion | Dec 2020 – Sept 2022

- Partnered with the executive leadership team to define and execute enterprise DE&I strategy, securing board approval and implementing measurable performance metrics across a global workforce.
- Designed and led learning and development programs for leaders and employees, focusing on engagement, conflict resolution, inclusive communication, and professional growth.

- Developed and applied a DE&I maturity model to assess organizational progress, identify KPIs, and guide continuous improvement initiatives.
- Provided direct leadership to a global team, ensuring successful execution of DE&I objectives while fostering collaboration and accountability.
- Published Gore's first and second internal DE&I reports, communicating organizational outcomes and promoting transparency.

W.L. Gore & Associates, Inc. | Pathology Team Leader | Oct 2018 – Nov 2020

- Led a team of pathologists, assistants, and technicians providing medical input for lifecycle maintenance and development of core medical devices.
- Mentored team members, providing guidance on technical skills, professional growth, collaborative problem-solving, and process improvements.
- Drove alignment of team objectives with divisional R&D priorities, ensuring timely execution of scientific projects and business goals.
- Collaborated across functions as a member of the scientific leadership team, integrating pathology expertise into product development and company-wide initiatives.

W.L. Gore & Associates, Inc. | Employee Resource Group Leader | Jan 2016 – Dec 2020 (part-time)

- Partnered with executive leadership to advance development and career growth for African American associates, fostering inclusion and equity.
- Founded and directed the Cross-Network Volunteer Week for seven years, expanding the initiative to additional regions and promoting employee engagement and community outreach.
- Cultivated organizational culture to support talent retention, professional development, and leadership pipeline growth.
- Collaborated with diversity networks across regions to strengthen relationships, share best practices, and enhance enterprise DE&I initiatives.

W.L. Gore & Associates, Inc. | Research Anatomic Pathologist | Jan 2014 – Dec 2020

- Served as a subject matter expert in histopathology, reviewing and approving regulatory submissions for bariatric and soft tissue medical devices.
- Conducted histopathological evaluations of devices and clinical specimens for non-clinical and commercial purposes, supporting R&D and product development.
- Collaborated with cross-functional teams to provide integrated solutions and ensure scientific rigor in product lifecycle decision-making.
- Provided informal leadership to the Pathology team by clarifying roles, resolving conflicts, and mentoring colleagues.

W.L. Gore & Associates, Inc. | Non-clinical Scientific Study Coordinator/Study Director | Apr 2011 – Jan 2014

- Partnered with key opinion leaders (KOLs) to design and execute nonclinical studies, building their expertise in new and existing products.
- Consulted with internal project teams to enhance biological understanding, guide study design, and communicate results via reports and presentations.
- Served on the Divisional CRO Strategy Core team to define best practices, conduct audits, and ensure compliance and data integrity.
- Streamlined global processes, including creation of a CRO Master Service Agreement template, and developed a repository of preclinical knowledge to facilitate cross-divisional collaboration.

Covance Laboratories | Associate Anatomic Pathologist | Jul 2008 – Apr 2010

- Interpreted clinical and histopathological data from toxicology studies and synthesized findings into comprehensive reports.
- Gained expertise in the CRO and biopharma industries by working on cross-functional teams to execute preclinical studies.
- Trained technical staff by presenting pathology and histology topics, enhancing team knowledge and performance.

Beltsville Veterinary Hospital | Associate Veterinarian | Jun 2004 – Jun 2005

- Delivered compassionate care to patients, including end-stage illnesses, while educating clients on treatment options and animal health.
- Performed complex and routine surgeries, ensuring high standards of clinical care.
- Communicated diagnoses, prognoses, and treatment recommendations clearly to pet owners, supporting informed decision-making.

EDUCATION

Virginia Polytechnic Institute and State University

Master of Science (MS), Biomedical and Veterinary Sciences, June 2008

Virginia-Maryland College of Veterinary Medicine

Anatomic Pathology Residency, June 2008

Virginia-Maryland College of Veterinary Medicine

Doctor of Veterinary Medicine (DVM), May 2004

University of Delaware

Bachelor of Science, Animal Science, May 2000

Minor: Biology, Chemistry

TRAINING AND CREDENTIALS

International Coaching Federation Associate Certified Coach (ACC). May 2026 (pending)
Georgetown University Executive Leadership Coaching Certification. September 2025
Lean Focus, Innovation Visual Project Management. October 2023
The Presentation Company, Visual Storytelling. February 2023
Co-Active Professional Coach Training. May 2021
McKinsey Black Executive Leadership Academy. May 2021
Team Leader Development. Cohort based leadership development with other Gore leaders.
January 2021
Futures Thinking. IFTF. Strategic planning through articulation of Gore's possible future. June
2020
Seven Habits of Highly Effective People workshop. June 2018
Contract Negotiation. Contract negotiation skills and broad Stakeholder Negotiations. March
2018
Situational Leadership. Methods to adjust your leadership style to match the situation. October
2017
Diversity Mentoring Program. Partnering with a Gore leader to develop and achieve goals. June
2017
Innovative Leadership. Leading through turning creative ideas into ones that motivate others.
May 2013

ASSOCIATIONS, AFFILIATIONS, AND MEMBERSHIPS

4 Pets' Sake Petcare, Board of Directors, since 2026
International Coaching Federation, since 2025
American Veterinary Medical Association, since 2025
University of Delaware, College of Agriculture and Natural Resources Dean's Advisory Board,
since 2025
National Association for Black Veterinarians, since 2024
Appoquinimink School District, Agriculture Science Advisory Board, since 2022