

Gina Wright Buser: Advocate for Women

Gina Wright Buser was often called “bossy” as a child. While it might not have been a compliment at the time, Gina now realizes that people were simply recognizing her God-given talent for leadership.

As founder and CEO of Traveling Coaches, a firm that provides the largest law firms in the country with everything from IT to HR compliance training and support, Gina oversees a team of more than 200 employees and consultants, most of whom are women. “We strive to provide an environment that encourages our employees to grow personally and professionally using their God-given talents and strengths,” she says.

A member of the leadership council of World Vision’s Strong Women, Strong World, Gina is especially passionate about microfinance and its role in providing women in the developing world with opportunities to make a better life for themselves and their families. “I love seeing women leaders even in small African villages. You can spot them a mile away. They are the ones who bring order to chaos and make things happen,” she says. Her dream is that every woman and girl “knows she can live life to her full potential. If they know it’s possible, they will rise up.”

While Gina’s life seems very different from the women she meets who benefit from World Vision’s small loans, she identifies with them personally. At 25 she was a single mother with a young daughter and no support system. While she had a good job in a law firm, she also worked such long hours that she couldn’t be the mother she wanted to be. Deciding to start her own company at just 25 seemed “crazy” to everyone but Gina. “I had a strong faith in God and I felt like I had a good plan. It was a risk but I knew if it didn’t work out I could go back and work for someone else.”

Twenty-five years later, and successful beyond her dreams, Gina’s company has won awards for not only the quality of their work but the work-life balance they support. “We have what I call a strengths-based organization and it has paid huge dividends for our staff and clients alike.” One of their core values is to “experience joy” at work.

Today, Gina is married to Joe, “a wonderful Christian man” who is supportive of her leadership skills. Their twin sons are about to leave for college and Gina’s daughter and granddaughter live nearby. But Gina shows no signs of slowing down. She launched another company in 2019 and has been increasingly involved in supporting World Vision, as well as serving on the board of her church.

From her first introduction to World Vision as a child sponsor 15 years ago, Gina has appreciated both the Christian values of the organization as well as its commitment to excellence and ability to bring people together. “It is a privilege and a responsibility to give what we have—both resources and God-given skills—to help make a difference in the lives of others,” she says.

Her advice to those who are wondering how they can make a difference? “Get in the game. Get involved in World Vision and because of its holistic approach, you will find something that resonates and tugs at your heart. You will be inspired by the impact you see and want to do more.”