

People Newspapers



20 UNDER FORTY 2018





Genevieve Collins

31

EDUCATION

Company: Istation

Education: SMU

Looking toward the future of education, Genevieve Collins dreams of better educational infrastructure for generations of incoming and current students. Last year, the Highland Park High School alumna took that dream to the White House, pitching Vice President Mike Pence on how the United States can improve the educational system.

Drawing on her experience as an athlete, Collins, who serves on the SMU Athletic Forum Board, continues to pursue that dream in full force but also has learned that weathering the ups and downs has helped her succeed in reaching her goals and be happier with the work she is doing.

Q: What do you love about your community?

A: I love that Dallas is a city of optimists who dream big and accomplish even bigger goals. I love that people here are friendly, honest and thoughtful. Dallas is one big, small town... despite all its glitz and glamour - it is a place where people strive to be and do good.

Q: Where is the best place for a business power lunch in the Park Cities or Preston Hollow?

A: Sevy's. Great food, fast service, easy parking.



20 Under 40: Genevieve Collins

by Bianca R. Montes · July 23, 2018



Genevieve Collins - [EDUCATION](#)

Age: 31

Business: Istation

High School: Highland Park High School

College: SMU

Faith: C3 Trinity Church

Community Involvement: SMU Athletic Forum Board, served on the Doak Walker Awards Selection Committee, Board of Directors for Istation. My great Aunt, Ruth Altshuler recommended I join the DCAC when I first moved back to Dallas in 2009. Our family has a passion for taking care of kids and giving both a voice and hope to those who are in need of an advocate. I have loved being a part of bringing hope and healing to so many children in

Dallas. Another philanthropic area I am passionate about is the military. I have served on the host committee multiple years for the SEAL Legacy Foundation providing assistance to families of former and fallen Navy SEALs.

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What is the best advice you received when beginning your career? Patience and persistence produce profits; When starting out, it's good to have quick wins but in life and your career if you can play the long-game and weather the ups and downs of a career; you will find you're not only more strategic and successful but also happy.

What is your business philosophy? Never give up: on your team, self, principles, integrity and doing the right thing...especially when people aren't looking.

What inspires you? Two unrelated things: Competition. As a former athlete, I love to compete and I love the thrill of the race. Nature. Being in a fast-paced industry and always on the go, being in nature hiking or kayaking without my phone helps me find beauty in quiet and simple ways and helps me feel balanced and inspired.

If you could tell 16-year-old you anything, what would you say? Your strength is in your ability to persevere... be patient and present in the hard times because you will be proud of what you can accomplish when you get on the other side.

What is your proudest career accomplishment? Presenting and pitching to Vice President Pence an idea for better educational infrastructure in the White House in 2017.

What did you learn from your best boss or mentor? It's OK to ask for help.

What was your first summer job? Dallas Summer Musicals Guest Relations Clerk

What do you love about your community? I love that Dallas is a city of optimists who dream big and accomplish even bigger goals. I love that people here are friendly, honest and thoughtful. Dallas is one big small town... despite all its glitz and glamour - it is a place where people strive to be and do good.

Where is the best place for a business power lunch in Park Cities or Preston Hollow? Sevys. Great food, fast service, easy parking.

What is your fondest Park Cities or Preston Hollow memory? Starting the rowing team at Highland Park High School

Where will we find you enjoying your hard-earned time off? Places where I can't get cell reception -- most recently that was 20 days in Antarctica

What do you want your last meal to be? Ribeye steak from Bob's, Bubba's Fried Chicken, a fabulous bottle of Brunello wine, cacio e pepe pasta

What is your favorite color? Green

What fictional world or place would you like to visit? N/A - I am happy with reality

If you could be on a reality TV show, which one would you choose? If it wouldn't negatively effect my career: MTV Road Rules! I love to travel and have interesting athletic and cultural experiences

What would your superpower be? Fly because my Dad has always said, we've got places to go, people to see and things to do... no time to waste.