



Workforce Solutions Greater Dallas Names Laura Ward as New President and CEO

Experienced workforce leader to advance opportunity and economic growth across Dallas County

FOR IMMEDIATE RELEASE

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Dallas, TX — Workforce Solutions Greater Dallas (WFSDallas) announces the appointment of Laura Ward as the new President and Chief Executive Officer, effective December 1, 2025. Ward succeeds Ashlee Verner, who has served as Interim President and CEO and will continue her leadership with the organization as Chief Financial Officer and Executive Vice President.

As President and CEO, Ward will play a pivotal role in shaping the future of workforce development in Dallas County. She will provide strategic direction and visionary leadership to advance initiatives that connect thousands of job seekers and employers across the region. Ward will lead efforts to align talent pipelines with evolving employer needs, ensuring access to meaningful, sustainable employment opportunities.

Under her leadership, the organization will continue to foster collaboration, strengthen partnerships, and deliver innovative, results-driven workforce solutions. Ward's

commitment to excellence and equity in workforce development will help drive economic growth and expand opportunity for communities throughout Dallas County.

“I am honored to join Workforce Solutions Greater Dallas at such a transformative time,” said Ward. “I’ve always believed that lasting change comes from deep, authentic partnerships. As President and CEO, I’m committed to fostering collaboration across every sector. By connecting our strengths, we will build a stronger future for Dallas County.”

With more than 25 years of leadership experience in workforce development and education, Ward has been widely recognized for her commitment to fostering career pathways and efforts to strengthen the education-to-workforce pipeline. She brings extensive expertise in employer engagement, postsecondary education, apprenticeship implementation, and systems transformation that strengthens local talent pipelines.

Prior to joining WFSDallas, Ward served as Vice President of Workforce Solutions at Aspire Technologies, where she led business development for a workforce platform focused on interoperability, verified digital credentials, and skills-based hiring practices. Ward, a strong believer in the power of collaboration, coordinated Verified Identity implementations with state agencies and complex workforce ecosystems across the country to strengthen collaboration and trust in workforce systems. She also previously served as Senior Vice President in Talent Development, at the Nashville Area Chamber of Commerce, where she led a team focused on postsecondary completion strategies and linkage to pathway development. Supported by investments from the JP Morgan Chase Foundation, Lumina Foundation, and the National Skills Coalition, Ward led regional and statewide postsecondary completion, workforce development, and policy initiatives.

Ward holds a Bachelor of Science in Human Resources Management and a Master of Science in Counseling from Missouri State University. A respected voice in workforce development, she has dedicated her career to bridging the gap between education and employment, supporting community engagement, and advancing equitable access to opportunity.

“It’s an honor to welcome Laura Ward to Workforce Solutions Greater Dallas,” said Ashlee Verner, Interim President and CEO. “Her proven leadership and innovative approach will strengthen the important work we do every day. I’m excited for what’s ahead as we continue advancing opportunities for Dallas County’s employers and job seekers.”

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About Workforce Solutions Greater Dallas

Workforce Solutions Greater Dallas operates as a pivotal, non-profit organization, strategically positioned to bridge the gap between talent and opportunity. We are dedicated to strengthening our community through comprehensive workforce development initiatives. As a major driving force in the economic landscape of Dallas County, our mission is to connect job seekers and employers by aligning talent pipelines and delivering best-in-class services. For more information, please see our website at: www.wfsdallas.com

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