

Kelly Holden, PhD

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QUALIFICATIONS PROFILE

Driven, creative marketing and communications professional with over 20 years of experience and demonstrated proficiency in proactive marketing and communications, market research, strategic planning and project management. Described by colleagues as a valuable team asset who brings a wealth of knowledge and expertise into all aspects of the position and who delivers well beyond expectations. Thrives on cross-functional and multi-disciplinary collaboration and by continually expanding the knowledge base.

EDUCATION AND CERTIFICATIONS

PhD, Communication Information Sciences Program **2021**

Healthcare IT and Communications

University of Hawai'i at Manoa – Honolulu, HI

- **Research Interests:** healthcare marketing, health communications, communications policy, marketing engagement, brand management, brand strategy, cultural factors in marketing, social engagement
- **Dissertation:** *Whose Health Is It Anyway? The Impact of Employee Wellness Programs on Health Engagement*

Master of Business Administration, University of St. Francis - Joliet, IL **2012**

Six Sigma Green Belt Certified, Fairview Health Services – Mpls., MN **2009**

Master of Health Administration, University of St. Francis - Joliet, IL **2008**

Insurance Producer, Life, Health and Accident, Kaplan University – Mpls., MN **2006**

B.A., Professional Strategic Communications, University of Minnesota, Mpls., MN **2005**

Study Abroad Program, Oxford Brooks University - Oxford, England **2003**

PUBLICATIONS

Holden, K. C. (2021). ***Whose Health Is It Anyway? The Impact of Employee Wellness Programs on Health Engagement*** (Doctoral dissertation, University of Hawai'i at Manoa).

Holden, Kelly and Elizabeth Davidson. ***Sorting out EHR adoption and assimilation in the Meaningful Use incentive program in Hawaii.*** Hawai'i International Conference in System Sciences. IEEE publication of proceedings. 2017.

Silva, Paula Alexandra; Kelly Holden and Philipp Jordan. ***Towards a List of Heuristics to Evaluate Smartphone Apps Targeted at Older Adults: A Study with Apps that Aim at Promoting Health and Well-being.*** Hawai'i International Conference in System Sciences. IEEE publication of proceedings. 2015.

Silva, Paula Alexandra; Philipp Jordan and Kelly Holden. ***Something Old, Something New, Something Borrowed: gathering feedback of experts while performing heuristic evaluation with heuristics targeted at older adults.*** Advances in Computer Entertainment Technology Conference Proceedings. 2014.

Silva, Paula Alexandra; Kelly Holden and Aska Nii. ***Smartphones, Smart Seniors, But Not-So-Smart Apps: A Heuristic Evaluation of Fitness Apps.*** Foundations of Augmented Cognition. Advancing Human Performance and Decision-Making through Adaptive Systems. Lecture Notes in

RESEARCH WORKS IN PROGRESS

- “*Organizational Engagement, a case study in the impact of Wellness Programs in the workplace.*” With Elizabeth Davidson. Article manuscript in progress.
- “*Decision support application tool and impact on bipolar patient behavior*” (working title) with Dana Alden, et al. Data collection and analysis in progress.

ACADEMIC EXPERIENCE

UNIVERSITY OF HAWAII, Honolulu, HI.

Faculty Instructor

Lecturer

08/2013 – Present

01/2020- Present

08/2016-12/2019

- **Undergraduate level teaching:**

Semesters completed listed after course title. Course evaluations available upon request.

- **Marketing 321, Market Research and Analytics**
 - Fall 2016, Spring 2017, Fall 2017, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022, Summer 2022, Spring 2023, Summer 2023, Spring 2024
- **Marketing 362, Digital Marketing**
 - Fall 2020, Fall 2021, Fall 2022, Fall 2023
- **Marketing 363, Customer Relationship Management**
 - Spring 2018, Spring 2019, Spring 2020, Spring 2021, Spring 2022, Spring 2023
- **Marketing 372, Marketing for New Ventures**
 - Fall 2019, Spring 2020, Fall 2020, Spring 2020
- **Business 310, Business Statistics**
 - Spring 2018, Spring 2019, Fall 2019
- **Business 312, Principles of Marketing**
 - Spring 2019, Summer 2020, Summer 2021, Summer 2022, Fall 2022, Fall 2023
- **Graduate level teaching:**
 - **Marketing 654, Strategic Brand Management**
 - Summer 2017, Summer 2018, Summer 2019, Summer 2020, Summer 2021, Fall 2021, Fall 2022, Summer 2023, Fall 2023
 - **Marketing 655, Market Research Management**
 - Spring 202, Spring 2022, Spring 2023
 - **Marketing 658, Digital Marketing Management**
 - Fall 2023
 - **Business 619, Managerial Statistics**
 - Fall 2021
 - **Business 623, Marketing Management**
 - Spring 2020, Spring 2023
 - **Guest Lecturer/Panelist**
 - PACE Entrepreneurs' Bootcamp 2
 - March 4, 2023 – Lead lecturer on startup methodology and business model design.
 - Communications 422, Public Relations Strategies
 - Spring 2018, Fall 2018 - Guest lecturer on Communications practices in the professional field.
 - Communications 339, Public Relations Writing
 - Spring 2019 - Panelist for Health Communications Career Panel

- **Service to School and Students**
 - **Honors Program**
 - Honors Council Member – 3-year term (Fall 2022 - Spring 2025)
 - Successful graduation of Mentee in Honors Spring 2021, Spring 2022
 - Current mentoring of 4 students (2024/2025 graduations)
 - **Pacific Asian Center for Entrepreneurship (PACE)**
 - Mentor for Summer Launchpad Program – Summer 2023
 - Judge for Venture Competition Team - Spring 2023
 - Mentor for Venture Competition Team - Spring 2022
 - Mentor for Venture Competition Team - Spring 2022
 - Judge for UH Innovation Breakthrough - Fall 2021
 - Judge for Venture Competition - Spring 2021

Graduate Assistant

08/2013-08/2015

- Supported the Hawaii International Conference on System Sciences (HICSS).

Teaching Awards

- **2021-2022 Academic Year** – Dennis Ching Junior Teaching Award recipient.
- **Fall 2023** - Professor of the Semester for an Elective Undergraduate Course and Professor of the Semester for a Master Level Course.
- **Spring 2022** - Professor of the Semester for an Elective Undergraduate Course and Professor of the Semester for a Master Level Course.
- **Fall 2021**- Professor of the Semester for an Elective Undergraduate Course and Professor of the Semester for a Master Level Course.
- **Spring 2021**- Professor of the Semester for an Elective Undergraduate Course and Professor of the Semester for a Master Level Course.
- **Fall 2020** – Professor of the Semester for a Core Undergraduate Course.
- **Spring 2020** – Professor of the Semester for an Elective Undergraduate Course.

PROFESSIONAL EXPERIENCE

OMNITRAK GROUP, Honolulu, HI

04/2018 – Present

Research Consultant

03/2019 – Present

- Note – In March 2019 I moved to a contract position to allow for extended teaching opportunities and ultimately the faculty Instructor position at the University of Hawaii at Manoa.
- I continue to support and oversee the research process and analyst team by managing and designing sample plans, sample preparation and weighting of data sets, and, by creating research reports with business recommendations based on findings.

Director of Market Research

04/2018-03/2019

- Oversee the research process and analyst team by managing and designing sample plans, sample preparation and weighting of data sets, and, creating research reports with business recommendations based on findings.

HAWAII PACIFIC HEALTH, Honolulu, HI

11/2011 – 04/2016

Market Research Manager (Marketing Manager).

11/2013 – 04/2016

Note: Upon return after my maternity leave in 2013 and the start of my PhD program, I chose to go to a part-time status and thus switched focus within the marketing department.

- Created and implemented market research role within marketing department that served as

the basis for market and consumer research for entire health system.

- Conducted empirical and analytical market research (Big data reporting from Clarity, Epic, financial reporting, HHIC, HMSA reports, etc.), primary research (qualitative and quantitative – survey, focus group, forecasting, trending, usability studies, etc.), and secondary research (best practice, trending) for entire system.
- Key team member on strategic business planning throughout the system, including the Straub Ambulatory Business Plan (2015) and the Hawai'i Pacific Health West Oahu Strategy (2016).
- Acted as consultant for research needs throughout Hawai'i Pacific Health.
- Conducted in-services on best practices for survey research and other general research needs throughout the system as requested.
- Served as Public Information Officer for Kapi'olani Medical Center for Women & Children.

Marketing Director

11/2011 – 11/2013

- Led, strategized, implemented and oversaw all strategic marketing and communications for two major hospitals within the Hawai'i Pacific Health system: Kapi'olani Medical Center for Women & Children and Pali Momi Medical Center, as well as, for three major service lines: cancer care, pediatrics and women's health.
- Drove marketing and communications strategy and tactical planning and implementation with multi- disciplinary and cross-functional teams to increase patient awareness of services and drive volumes.
- Provided expertise for operations across the system on available cross portfolio marketing initiatives and collateral to ensure effective and unified communication of initiatives and rollout of strategies.
- Supported patient access and knowledge base by ensuring value propositions are relevant and updated as market conditions change and tactical execution of educational forums and events meet the need of the target demographic.
- Worked collaboratively with external vendors and organizations in highly regulated field. These included (not exhaustive list): traditional and digital media outlets, promotions and publishing vendors, Krames Staywell, Hawaii Health Information Corporation (HHIC), HMSA, and University of Hawaii Cancer Center.
- Served at Public Information Officer for Pali Momi Medical Center
- Supervised Marketing Specialist as well as Marketing Interns.

FAIRVIEW HEALTH SERVICES, Minneapolis, MN

02/2005 – 11/2011

Marketing and Public Relations Consultant

10/2007-11/2011

- Led, strategized, implemented and oversaw all strategic marketing and communications for different services that increased in overall responsibility and importance to the overall health system (2007-2009 - Fairview Senior Services, 2009-2010 - University of Minnesota Medical Center, Fairview and 2010-2011- Fairview Southdale Hospital).
- Drove marketing and communications strategy and tactical planning and implementation with multi- disciplinary and cross-functional teams to increase patient awareness of services and drive volumes.
- Provided expertise for operations across the system on available cross portfolio marketing initiatives and collateral to ensure effective and unified communication of initiatives and rollout of strategies.
- Supported patient access and knowledge base by ensuring value propositions are relevant and updated as market conditions change and tactical execution of educational forums and events meet the need of the target demographic.
- Worked collaboratively with external vendors and organizations in highly regulated field. These included (not exhaustive list): traditional and digital media outlets, promotions and publishing vendors, Krames Staywell, Insurance Companies, skilled nursing facilities, assisted living sites,

independent care facilities, and sub-acute transitional care facilities.

- Served as Public Information Officer for Fairview Southdale Hospital (2010-2011).
- Supervised Marketing Interns.

Marketing and Enrollment Specialist

10/2005 – 10/2007

- Led, strategized, implemented and oversaw all strategic marketing and communications for Fairview Partners, a geriatric managed care program for patients on MSHO or on Medicare Advantage plans.
- Drove marketing and communications strategy and tactical planning and implementation with multi-disciplinary and cross-functional teams to increase patient awareness of services and drive volume of members to program.
- Supported patient access and knowledge base by ensuring value propositions are relevant and updated as market conditions change and tactical execution of educational forums and events meet the need of the target demographic.
- Supported enrollment process of members into the program.
- Completed insurance producer license in life, health and accident to effectively communicate to patients and with health plans, and staffed trade shows.

Communications Intern

02/2005 – 07/2005

- Supported the University of Minnesota Medical Center, Fairview marketing and communications department.
- Implemented communications tactics under direction of Communications Director, which included newsletter creation and other writing and editing needs.
- Supported the name and brand change of Fairview University Medical Center to University of Minnesota Medical Center, Fairview.

PADILLA SPEAR BEARDSLEY, Minneapolis, MN.
Communications and Public Relations Intern

09/2004 – 01/2005

UNIVERSITY OF MINNESOTA GLOBAL CAMPUS, Minneapolis, MN.
Promotions Intern

01/2004 – 06/2004

VOLUNTEER AND COMMUNITY INVOLVEMENT

Hawaii Kai Pack 101 and Troop 101 Scouts – Honolulu, HI

07/2015 – Present

- Chair, Executive Committee for Pack 101 (2017 – present)
- Advancement Chair, Troop 101 (2021 – present)
- Chair, Blue and Gold Event (2017 & 2018)

Hahaione Elementary School PTSA – Honolulu, HI.

07/2014 – Present

- Member and Lead Room Parent (07/2022-Present)
- Member and Lead Room Parent (07/2014-05/2021)

Delta Gamma Honolulu Alumnae Association – Honolulu, HI.

07/2012 – Present

- President (March 2022 – Present)
- Member

Junior League of Honolulu – Honolulu, HI

01/2012 – Present

- Sustainer (2017-present)
- Chair, Placement Committee (2015-2016)
- Chair, Communications Committee (2014-2015)
- Member, Communications, Impact, New Member and Public Affairs Committees

Delta Mu Delta – Joliet, IL <ul style="list-style-type: none"> • Member, University of St. Francis Business School 	08/2010 – Present
University of Minnesota Alumni Association – Minneapolis, MN. <ul style="list-style-type: none"> • Member, College of Liberal Arts 	05/2005 - Present
Delta Gamma Alumni Association – Minneapolis, MN Member, Lambda Chapter	05/2005 - Present
Calvary by The Sea Church – Honolulu, HI. <ul style="list-style-type: none"> • Council of Deacons Committee member (2017 – 2022) <ul style="list-style-type: none"> ○ Council of Deacons Finance Officer (2020 – 2022) ○ Council of Deacons Secretary (2018 – 2020) • Sunday School Teacher (2013-2022) 	06/2012 – 12/2022
Honolulu Christian Preschool PTA – Honolulu, HI. <ul style="list-style-type: none"> • Chair, PTA committee 2017-2018 • Member, 08/2016-07/2018 • Chair, PTA committee 2013-2014 • Member, 06/2012 – 06/2014 	06/2012 – 7/2018