

# KELLY HOLDEN, PHD

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## TEACHING AWARDS

**2021-2022 Academic Year** – Dennis Ching  
Junior Teaching Award recipient.

### Professor of the Semester Awards:

**Fall 2023** - MS in Marketing Management and Global MBA.

**Spring 2023** - BBA for a Major Core Course, BBA for an Elective Course, and MS in Marketing Management.

**Fall 2023** - BBA for an Elective Course and MS in Marketing Management.

**Spring 2022** - BBA for an Elective Course and MS in Marketing Management.

**Fall 2021** - BBA for an Elective Course and MS in Marketing Management.

**Spring 2021** - BBA for an Elective Course and MS in Marketing Management.

**Fall 2020** – BBA Major Core Course.

**Spring 2020** – BBA for an Elective Course.

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## 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 SystemSciences. 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 Computer Science Volume 8534, 2014, pp 347-358.

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## PROFILE

Highly accomplished educator, marketing, and communications professional with over two decades of experience in strategic marketing, communications, and market research. Skilled in strategic educational planning, instructional design, and fostering a collaborative learning environment. Recognized for delivering exceptional teaching results that exceed expectations and contribute to student success. Adept at proactive marketing strategies, project management, and cross-functional collaboration. Known for delivering exceptional results that exceed expectations and contribute to organizational success. Holds a PhD in Communications and Information Sciences with a focus on healthcare IT and communications, complemented by a Master of Business Administration and a Master of Health Administration. Proven track record of excellence in academic teaching, with a strong commitment to mentoring and supporting students. Recognized with multiple teaching awards. This unique combination of expertise in strategic marketing and education creates a powerful platform to engage students in real-world scenarios and settings.

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## WORK EXPERIENCE

### Faculty Instructor

#### Lecturer

University of Hawaii at Manoa 01/2020 - Present  
08/2016 - 12/2019

- Undergraduate teaching for Shidler College of Business, primarily in Marketing major, and graduate-level teaching for the MBA, Global MBA, and Master of Marketing programs.
- Focus on leveraging interactive techniques, such as the flipped classroom model, and real-world tools to instill concepts and theory.
- Utilize interactive teaching techniques and technology to ensure courses provide strategic management application of content. Technology used in the classroom includes (not exhaustive): LMS, SPSS, SEMrush, HubSpot, Google Analytics, and Salesforce.
- Undergraduate and graduate-level teaching in diverse courses including Marketing 321, Market Research and Analytics, Marketing 362, Digital Marketing, Marketing 363, Customer Relationship Management, Marketing 372, Marketing for New Ventures, Business 310, Business Statistics, Business 312, Principles of Marketing, Marketing 654, Strategic Brand Management, Marketing 655, Market Research Management, Marketing 658, Digital Marketing Management, Business 619, Managerial Statistics, and Business 623, Marketing Management. Course evaluations are available upon request.
- Guest Lecturer and panelist for various UH community needs, including the Communications School, Pacific Asian Center for Entrepreneurship (PACE), Shidler PhD teaching seminars, and admissions events.
- Service to UH Manoa and Students:
  - Master's Thesis Committee Member, supporting the successful graduation of two students with a master's in communication in Spring 2023 and Summer 2023.
  - Honors Council Member for a 3-year term (Fall 2022 - Spring 2025).
  - Successfully graduated four mentees with Honors in Spring 2021, 2022, and 2024. Currently mentoring two students (Expected 2025 graduations).
- Pacific Asian Center for Entrepreneurship (PACE):
  - Supported PACE since Spring 2021 as a judge or mentor for various competitions.
  - Speaker for PACE's Boot Camp series (03/2023) and mentor during their 2023 Summer Launchpad programming.

# KELLY HOLDEN, PHD

kholden@hawaii.edu

## EDUCATION

**PhD, Communications and Information Sciences**  
**University of Hawai'i at Manoa**  
2021

*Research Interests:* communications, communications policy, marketing engagement, brand management, brand strategy, cultural factors in marketing, social engagement

**Master of Business Administration**  
**University of St. Francis**  
2012

**Master of Health Administration**  
**University of St. Francis**  
2008

**BA, Professional Strategic Communications**  
**University of Minnesota**  
2005

## EXPERTISE

- Six Sigma Green Belt Certified.
- Proficient in multiple Learning Management Systems, including: Canvas, Google Classroom, and Lulima (UH system LMS).
- Proficient in SPSS and Qualtrics .
- Certified in HubSpot, Salesforce, SEMrush, and Google Analytics.
- Proficient in Canva and Adobe Suite.

## VOLUNTEER

- **Iolani School** – Fall 2022 – Present
  - Team Mom, JV Boys Basketball – Fall/Winter 2024
  - Team Mom, JV Volleyball - Spring 2024
  - Co-Chair, Sweets and Treats Booth – Iolani Fair 2024
  - Shadow Co-Chair, Sweets and Treats Booth – Iolani Fair 2023
- **Hawaii Kai Pack 101 and Troop 101 Boy Scouts** – 07/2015 – Present
  - Chair, Executive Committee for Pack 101 (2017 – present)
  - Advancement Chair, Troop 101 (2021 – present)
  - Robotics Team Mentor 2017-2020
- **Spike and Serve Volleyball Club**  
07/2023 - Present
  - Team Mom 16U (2024-2025)
  - Co-Team Mom 12U (2024-2025)
  - Team Mom 15U team (2023-2024)
- **Hahaione Elementary School** – 07/2014 – 05/2024
  - Robotics Team Mentor - Fall 2023
  - PSTA Member and Lead Room Parent
- **Calvary by The Sea Church** – Honolulu, HI.  
06/2012 – 12/2022
  - Sunday School Teacher

## WORK EXPERIENCE CONTINUED

### Marketing Consultant

HiViz Marketing 2016 - Present

- Consulting with HiViz marketing and communications agency for various companies in healthcare, education, travel, tourism, retail, and food.
- Work includes market research, strategy development, content creation, and implementation.

### Market Research Consultant

2019-2022

### Market Research Director

2018-2019

Omnitrak Research Group

- 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.
- 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.

### Marketing Director

Hawaii Pacific Health 2011-2016

- 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. Additionally, directed marketing efforts for three major service lines: cancer care, pediatrics, and women's health.
- Drove marketing and communications strategy, tactical planning, and implementation with multi-disciplinary teams to increase patient awareness of services and drive volumes.
- Provided expertise across the system on cross-portfolio marketing initiatives and collateral to ensure effective and unified communication of initiatives and rollout of strategies.
- Established and managed a market research role within the marketing department, serving as the basis for system-wide market and consumer research.
- Ensured patient access and knowledge base by maintaining relevant and updated value propositions in response to changing market conditions. Coordinated tactical execution of educational forums and events tailored to the target demographic.
- Collaborated with external vendors and organizations in highly regulated fields, including traditional and digital media outlets, promotions, and publishing vendors, Krames Staywell, Hawaii Health Information Corporation (HHIC), HMSA, and the University of Hawaii Cancer Center.
- Served as the Public Information Officer for Pali Momi Medical Center.
- Supervised Marketing Specialists and Marketing Interns.

### Marketing and Communications Consultant

2007-2011

### Marketing and Enrollment Specialist

2005-2011

### Communications Intern

2005

Fairview Health Services

- Supported the largest health system in Minnesota across various roles within the Marketing and Communications department, with responsibilities expanding with each promotion. Focused on developing marketing and communication strategies and overseeing their tactical execution, similar to the responsibilities held at Hawai'i Pacific Health.