

KELLY HOLDEN, PHD

EDUCATION

PhD, Communications and Information Sciences

University of Hawai'i at Mānoa
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 SPSS and Qualtrics .
- Certified in HubSpot, Salesforce, SEMrush, and Google Analytics.
- Proficient in Canva and Adobe Suite.
- Proficient in multiple Learning Management Systems, including: Canvas, Google Classroom, and Lulima (UH system LMS).

VOLUNTEER

- **Iolani School** Fall 2022 – Present
 - Games Shadow Co-Chair - Iolani Fair 2025
 - Team Mom, JV Boys Basketball – Fall/Winter 2024
 - Team Mom, JV Volleyball - Spring 2024
 - Co-Chair, ans Shadow Co-Chair Sweets and Treats Booth – Iolani Fair 2023, 2024
- **Hawaii Kai Pack 101** 07/2015 – Present
 - Chair, Executive Committee for Pack 101 (2017 – present)
 - Robotics Team Mentor 2017-2020
- **Hawaii Kai Troop 101 BSA** 2021 – Present
 - Advancement Chair
- **Spike & Serve Volleyball** 07/2023 - Present
 - Team Mom 16U (2024-2025)
 - Co-Team Mom 12U (2024-2025)
 - Team Mom 15U team (2023-2024)
- **Hahaione Elementary School** 2014 - 2024
 - Robotics Team Mentor - Fall 2023-
 - PSTA Member and Lead Room Parent
- **Calvary by The Sea Church** 2012 - 2022
 - Council Member 2018-2022
 - Treasurer - 2020-2022, Secretary - 2019
 - ·Children's Education Administrator 2020-2022
 - Sunday School Teacher 2012-2022

PROFILE

A seasoned educator, marketer, and communications expert with over 20 years of experience in strategic marketing, communications, market research, and leadership. Demonstrates expertise in proactive marketing strategies, project management, and leading cross-functional teams. Known for consistently delivering results that surpass expectations and drive organizational success. Specialized in strategic educational planning, instructional design, and creating collaborative learning environments. Holds a PhD in Communications and Information Sciences with a concentration in healthcare IT and communications, along with an MBA and an MHA. Acknowledged for outstanding academic teaching and mentoring, with multiple teaching awards underscoring a commitment to student success. This unique blend of strategic marketing, leadership, and educational expertise empowers the ability to build and lead high-performing teams that consistently deliver excellence.

WORK EXPERIENCE

Faculty Instructor

01/2020 - Present

Lecturer

08/2016 - 12/2019

University of Hawaii at Mānoa

Undergraduate and Graduate Teaching:

- Led undergraduate courses in the Marketing major and graduate-level courses for the MBA, Global MBA, and Master of Marketing programs.
 - Specialized in interactive teaching methods, including the flipped classroom model, to bridge theory and real-world application.
 - Integrated technology and strategic tools, such as LMS, SPSS, SEMrush, HubSpot, Google Analytics, and Salesforce, to enhance the learning experience.
 - Delivered diverse courses across undergraduate and graduate levels, 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.
 - Served as a Guest Lecturer and panelist for various UH community engagements, including the Communications School, Pacific Asian Center for Entrepreneurship (PACE), Shidler PhD teaching seminars, and admissions events.
- Service to UH Mānoa and Students:**
- Master's Thesis Committee Member: Contributed to the successful graduation of two master's in communication students in Spring 2023 and Summer 2023.
 - Honors Council Member: Serving a three-year term (Fall 2022 - Spring 2025), successfully graduated five mentees with Honors in Spring 2021, 2022, 2024, and 2025, and currently mentoring a student with an expected graduation in December 2025.

Pacific Asian Center for Entrepreneurship (PACE):

- Supported PACE since Spring 2021 as a judge and mentor for various competitions.
- Mentor to 3rd place winning team, Grow Guam, 2025. 3rd place winning team, LocLinQs, 2023. 3rd place winning team, Ofaga Leo Samoan Language Preschools, 2022.
- Speaker for PACE's Boot Camp series (March 2023) and mentor during the 2023 Summer Launchpad program.

Marketing Consultant

2016 - Present

HiViz Marketing, Honolulu HI

- Provided expert consulting services for clients across healthcare, education, travel, tourism, retail, and food sectors.
- Engaged in comprehensive market research, strategic planning, content creation, and execution to drive client success.

Market Research Consultant

2018-2019

Market Research Director

2019-2022

OmniTrak Research Group, Honolulu, HI

- Directed the research process and led the analyst team, including managing and designing sample plans, preparing and weighting data sets, and developing research reports with actionable business recommendations.
- Collaborated with executives across various industries to identify their research needs, implement tailored research strategies, and present findings that informed strategic decision-making.
- Transitioned to a contract role in March 2019 to pursue a faculty position as an Instructor at the University of Hawaii at Mānoa.

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TEACHING AWARDS

Dennis Ching Junior Teacher of the Year Award

2024-2025 Academic Year award winner.

2021-2022 Academic Year award winner.

Professor of the Semester Awards (18):

Fall 2024 - MS in Marketing Management.

Spring 2024 - MS in Marketing Management and Global MBA.

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 2022 - 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.

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*.

WORK EXPERIENCE CONTINUED

Marketing Director

2011-2016

Hawaii Pacific Health

- Led and directed all strategic marketing and communications initiatives 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 key service lines: cancer care, pediatrics, and women's health.
- Drove the development and execution of marketing and communications strategies, collaborating with multi-disciplinary teams to enhance patient awareness and increase service volumes.
- Provided strategic oversight and expertise across the health system, ensuring cohesive and effective communication through cross-portfolio marketing initiatives, collateral development and rollout strategies.
- Established and managed a dedicated market research role within the marketing department, laying the foundation for system-wide market and consumer insights to inform strategic decisions.
- Ensured patient access and knowledge base by maintaining relevant and updated value propositions in response to changing market conditions.
- Collaborated with external vendors and organizations in highly regulated industries, including media outlets, promotional partners, and healthcare institutions, to implement comprehensive marketing strategies.
- Served as the Public Information Officer for Kapiolani Medical Center for Women & Children, and, Pali Momi Medical Center, overseeing all external communications and media relations.
- Hired, supervised, and mentored other marketing personnel and marketing interns, fostering professional development and ensuring the successful execution of marketing initiatives.

Marketing and Communications Consultant

2007-2011

Fairview Health Services, MN

- Led and directed all strategic marketing and communications initiatives, beginning with senior programming at Ebenezer Care Centers, advancing to Fairview Clinic strategies, and culminating as the lead marketer for Fairview Southdale Hospital.
- Developed and executed comprehensive marketing and communications strategies in collaboration with multi-disciplinary teams, significantly enhancing patient awareness and driving service volumes.
- Provided strategic oversight across the health system, ensuring cohesive and effective communication through cross-portfolio marketing initiatives, collateral development, and rollout strategies.
- Partnered with external vendors and organizations in regulated industries, including media outlets, promotional partners, and healthcare institutions, to implement robust marketing strategies.
- Served as the Public Information Officer for various Fairview programs, managing external communications and media relations.
- Supervised and mentored Marketing Specialists and Marketing Interns, fostering professional growth and ensuring the successful execution of marketing initiatives.

Marketing and Education Specialist

2005-2011

Communications Intern

2005

Fairview Health Services, MN

- Collaborated with senior marketing leaders to develop and implement marketing and communications strategies for various Fairview programs, including the University of Minnesota Medical Center, Fairview Partners, Fairview Senior Services, Ebenezer Care Centers, and Fairview Clinics.
 - Assisted in the execution of marketing campaigns aimed at increasing patient engagement and service utilization, working closely with cross-functional teams to ensure alignment with organizational goals.
 - Supported the development of marketing collateral and communication materials, ensuring consistency with brand guidelines and strategic objectives.
 - Provided day-to-day support for marketing operations, including content creation, event coordination, marketing research, and performance tracking, contributing to the overall success of the marketing team.
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