

## Contact

[www.linkedin.com/in/sheila-barr-holman](http://www.linkedin.com/in/sheila-barr-holman) (LinkedIn)

## Top Skills

Brand Strategy

Marketing

Integrated marketing

## Honors-Awards

Platinum Adrian Award for Marriott Bonvoy Launch & Integrated Campaign

Platinum Adrian Award for Marriott Rewards Communications Platform

Platinum Adrian Award for Enterprise Audience Segmentation Strategy

Emmy Nominee for Anthony Bourdain: No Reservations

Silver Addy for Bizarre Foods Campaign

# Sheila Holman

B2C and B2B Marketing Leader | Expert in Customer Growth, Strategy, Branding, Digital, Marketing Transformation | former Marriott, Discovery, Coca-Cola

Washington, District of Columbia, United States

## Summary

Award-winning global marketing executive skilled at transforming organizations. I develop brand storytelling that inspires action and drives revenue. I am a modern marketer equally skilled at brand positioning and performance marketing. I believe in big ideas and use insights and data to inform campaigns and measure results. A leader of high-performing teams, I apply my creative and solutions-oriented mindset to design new capabilities. I am a connector, with an ethos of enthusiasm, optimism and flexibility.

-As Head of Marketing for the US Postal Service, I am the executive team lead for the marketing transformation contributing to the turnaround of the organization. Responsible for driving customer growth, launch of new products and services, and innovation.

-As Chief Marketing Officer at direct-to-consumer home décor retailer Framebridge, I built a unified marketing organization; introduced brand-led digital strategy, ideas and innovation that led to double-digit increases in site traffic and return on ad spend.

-As Global Vice President at Marriott International, I created the loyalty brand Marriott Bonvoy (strategy, positioning, identity) and launched it in 7000+ hotels across 130 countries; achieving 88% brand awareness and +12% room night revenue. I developed and implemented a new organizational capability based on customer segmentation and audience-led planning; achieving category leadership as the #1 preferred hotel portfolio.

-As Vice President of Marketing at Travel Channel, I built a lifestyle entertainment network valued at \$975M; achieving 24 consecutive months of ratings and revenue growth.

-As Area Marketing & Sales Manager at The Coca-Cola Company, I created and implemented a portfolio strategy to allocate resources across 600+ accounts; my approach was recognized as best-in-class and replicated across North America.

Born in Detroit, I received a BS from the University of Michigan and an MBA from the Kenan-Flagler Business School at the University of North Carolina. I also hold a professional certification in Digital Marketing from George Washington University. I am a curious traveler, avid runner, and home improvement addict who lives in Washington, DC with my husband, two children and spirited cockapoo.

Specialties: brand strategy; lead generation; creative development; consumer insights; data-driven digital & performance marketing; loyalty programs; social media; content strategy; advertising; media strategy and planning; CRM & customer segmentation; sales strategy and distribution; organizational transformation.

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## Experience

### United States Postal Service

#### Head Of Marketing

January 2021 - Present (4 years 10 months)

Washington, DC

Executive team lead for marketing transformation contributing to the turnaround of the organization. Responsible for driving customer growth, launch of new products and services, and innovation.

### Framebridge

#### Chief Marketing Officer

January 2020 - May 2020 (5 months)

Washington D.C. Metro Area

Change agent to lead brand, performance marketing, creative & content, PR, and growth strategy. Unified siloed teams and built a data-driven consumer-centric marketing organization. Implemented new strategy, structure, tools and tactics that increased sales, site traffic, return on ad spend and customer retention metrics.

### Marriott International

Global Vice President Marriott Bonvoy Loyalty Brand & Portfolio  
Marketing

November 2011 - January 2020 (8 years 3 months)

Bethesda, MD

Responsible for driving consumer awareness, room night revenue, advocacy and preference for a global portfolio of 30 brands. Led creation of Marriott Bonvoy by mining member and travel behavioral data insights; led global launch across 7000+ hotels in 130 countries. Achieved 88% brand awareness, +12% room night revenue growth, +30% loyalty member appreciation. Created a new organizational capability based on behavioral segmentation to drive portfolio preference; achieved category leadership as #1 preferred portfolio.

Travel Channel

VP of Marketing

September 2003 - December 2010 (7 years 4 months)

Led brand strategy, marketing and creative development for Travel Channel Media. Achieved 24 consecutive months of ratings and delivery growth; built the Travel Channel brand as a lifestyle-entertainment offering valued at \$975 million.

The Coca-Cola Company

Area Marketing Manager

April 1997 - May 2003 (6 years 2 months)

Led marketing for a 64-person business unit generating \$113 million in revenue. Emphasis on growing sales.

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## Education

University of North Carolina at Chapel Hill - Kenan-Flagler Business  
School

MBA, Business

University of Michigan

BS, Industrial Engineering

University of Michigan