

United States Postal Service®

# INDUSTRYALERT

January 12, 2021

## Officer Announcement — New Vice President, Marketing

The Postmaster General has announced the appointment of Sheila Holman to the position of Vice President, Marketing in the Chief Customer and Marketing Officer (CCMO) organization, reporting directly to the CCMO Executive Vice President Steve Monteith.

Ms. Holman brings with her over 25 years of marketing experience and a proven track record across hospitality, direct-to-consumer, media and entertainment, and consumer packaged goods. She has experience in innovation, creating brands with purpose, and leading through vision; having led large global teams and demonstrated the ability to influence and unify organizations. Her specialties include brand strategy and positioning; creative development; consumer insights; data-driven digital and performance marketing; social media; content strategy; advertising and production; media strategy and planning; customer relationship management and customer segmentation; sales strategy and distribution; and organizational alignment.

As the CCMO marketing vice president, Ms. Holman will be the USPS corporate lead on brand, industry engagement, innovation and marketing insights, and stamp services. She will support the efforts of our Retail and Delivery; Logistics and Processing Operations; and Commerce and Business Solutions organizations that are concentrated on improving efficiency and driving business growth. She will lead the marketing vision, focusing on customers and industry to grow revenue, and ensuring the USPS brand, marketing, sales, industry strategies, and messaging are consistent.

Over her award-winning career, Sheila has held executive positions as chief marketing officer at Framebridge home decor; global vice president at Marriott International; marketing vice president at Travel Channel; and area marketing and sales manager at The Coca-Cola Company.

Ms. Holman has received a Bachelor of Science, Industrial, and Operations Engineering degree from the University of Michigan Ann Arbor; and a Master's in Business Administration from the KenanFlagler Business School at the University of North Carolina at Chapel Hill. She also holds a professional certification in Digital Marketing from George Washington University.

###

*Please visit us on the USPS [Industry Outreach](#) website.  
Thank you for your support of the United States Postal Service.  
Industry Engagement & Outreach/USPS Marketing*

*To subscribe or unsubscribe to Industry Alerts, please hit reply and send us your request. Or mail your request to:  
Attn: Industry Engagement & Outreach  
475 L'Enfant Plaza, RM 4411  
Washington DC 20260*

**Privacy Notice:** For information regarding our privacy policies, visit [www.usps.com/privacypolicy](http://www.usps.com/privacypolicy)