

New VP

Holman to oversee marketing

Jan. 20 at 9:37 a.m.

Sheila B. Holman joined the Postal Service last week as marketing vice president, overseeing branding, industry engagement, innovation and marketing insights, and stamps. Holman will also support the Retail and Delivery, Logistics and Processing Operations, and Commerce and Business Solutions organizations that are concentrated on improving efficiency and driving business growth.

Her other duties will include focusing on customers and industry to grow revenue, and ensuring that USPS brand, marketing, sales and industry strategies and messaging are consistent.

Holman, who has more than 25 years of marketing experience, previously served as chief marketing officer for the Framebridge home decor company; global vice president for Marriott International; marketing vice president for the Travel Channel; and area marketing and sales manager for the Coca-Cola Co.

In her new role, she will report to Chief Customer and Marketing Officer Steve Monteith.



Marketing Vice President Sheila B. Holman

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