



## Holly Bender ILPEX Specialist

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**“ The road to excellence  
is always under  
construction  
- Author unknown ”**

I am a marketing, data analytics, performance excellence, and strategic planning professional of more than 25 years. I spent twelve years in healthcare where I was part of the business intelligence team for a regional health system. I spent nine years as a senior examiner and team lead on the board of examiners at the state level Baldrige programs in Iowa and Illinois – focusing on strategic planning, leadership, customer engagement, knowledge management, and results. My performance improvement skills include PDCA, SBAR, Lean A3, and extensive Baldrige framework training. Additionally, I participate in as many leadership development opportunities as possible.

My background before healthcare was in media and marketing with 15 years spent as the media director, account manager, and eServices director at a regional advertising agency.

I love crunching numbers, doing research, planning, coaching and leading teams – especially in conjunction with strategic planning and performance improvement.

### Expertise

- Attended Illinois State University
- BS in Business Administration/ Marketing from Thomas Edison State University
- Eastern Iowa Community Colleges certificate in Advanced Leadership
- Dardis Communications training
- Healthcare
- Marketing
- Business Intelligence

### Specialized Skills

- 6 Years as ILPEX Examiner and Team Lead
- 3 Years as IRPE Examiner
- Baldrige Framework
- ILPEX Performance Excellence
- Data Analytics & Visualization
- Strategic Planning
- Healthcare Market Research
- MS Excel and Access

### Results

Through the use of business intelligence and data visualization tools, reduced time spent by senior leaders on a monthly review process from 48 hours per year to 12 hours and eliminated the use of hundreds of pages of paper per month.

Advocate, co-writer and category lead for a state-level Baldrige application for an organization that won a Gold performance excellence award

Used Excel and Access skills to automate various reports and reduce preparation time from hours to minutes