

KEITH HOLLIHAN
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Work History

**1999 – Present Freelance Writer / Strategic Messaging Consultant
St. Paul, Minnesota**

I specialize in collaborative projects with business and industry thought leaders, with a particular emphasis on industry change, business strategy, leadership, coaching, talent management, and organizational development. I have ghostwritten over 15 books, produced many white papers, op/eds, and articles, assisted in developing leadership programs, and written vision speeches and strategic letters to shareholders, board members and executive teams. I was instrumental in developing the current brand messaging and thought leadership framework for a Fortune 15 company.

I have collaborated with CEOs, founders, and senior leaders at:

- **McKesson**
 - Worked with corporate communications team from 2010 to 2014
 - Developed and articulated new corporate message platform
 - Assisted in shaping, articulating, and developing executive leadership program
 - Wrote speeches, board letters, investor presentations, articles, memos, and personal letters for CEO
 - Wrote articles, white papers, and speeches for top executives
 - Wrote ***Skin in the Game*** by John Hammergren (McKesson CEO) and Phil Harkins (Wiley 2008)
- **Linkage Inc.**
 - ***Enlightened Power: How Women Are Transforming the Practice of Leadership*** by Ellen Wingard, Lin Coughlin, and Keith Hollihan (Jossey Bass 2005)
 - ***The Art and Practice of Leadership Coaching*** by Howard Morgan, Phil Harkins and Marshall Goldsmith (Wiley 2004)
 - ***Powerful Conversations*** by Phil Harkins (McGraw Hill 2001)
- **ESPN**
 - ***ESPN: The Company*** by Tony Smith with Keith Hollihan (Wiley 2009)
- **WestJet**
 - ***“Would You Bet Your Company on Your People? Winning the WestJet Way”***
- **ARC Financial Corporation**
 - ***The End of Energy Obesity*** by Peter Tertzakian with Keith Hollihan (Wiley 2009)
 - ***A Thousand Barrels a Second*** by Peter Tertzakian (McGraw-Hill 2007)
- **RE/MAX**
 - ***Everybody Wins: The Story and Lessons Behind RE/MAX*** by Phil Harkins and Keith Hollihan (Wiley 2005)

- **Economic Cycle Research Institute**
 - ***Beating the Business Cycle: How to Predict and Profit From Turning Points in the Economy*** by Lakshman Achuthan and Anirvan Banerji (Currency Doubleday 2004)

**1998 – 1999 Senior Program Developer, Linkage Inc.
Lexington, Massachusetts**

Interviewed thought leaders, industry experts, and top executives on human resources, organizational effectiveness, and leadership development challenges, conducted extensive research on latest approaches and theories, recruited speakers, and developed leading programs that met the educational needs of up to 400 attendees. Managed a small team of event developers and planners, and had full profit-and-loss responsibility for events with budgets of up to \$500,000.

**1997 – 1998 Program Developer, The Center for Business Intelligence
Burlington, Massachusetts**

Developed and organized monthly educational meetings for insiders in a variety of international and domestic industries, ranging from mining, oil and gas, transportation, utilities, and web-based businesses.

**1994 – 1996 Coordinator for International Relations, Ibaraki Prefectural
Government, Ibaraki, Japan**

Served as foreign liaison in an all-Japanese office, assisting with matters related to international relations. Primarily, helped coordinate communications with foreign dignitaries and attendees for the United Nations-sponsored, “6th Annual Conference on the Conservation of Lakes and Reservoirs.” Counseled local foreign residents, launched and edited a monthly English-language newsletter, and coordinated training and events for 150 foreign English teachers.

**1991 – 1993 English Teacher, The American Language School
Chiba, Japan**

Taught English to Japanese children and adults.

**1989 – 1990 Assistant Director, University Student Orientation Services
Edmonton, Alberta**

Developed orientation programs for new students, and managed teams of orientation volunteers.

Education

**1985 – 1990 Bachelor of Arts, Specialization in Anthropology
University of Alberta, Canada**