Sheila Holman

Vice President, Marketing

Sheila Holman was named vice president, Marketing, in January 2021. She reports to the chief customer and marketing officer and executive vice president.

In this role, Holman is the corporate lead on marketing strategy, media planning, brand and customer marketing, licensing, *usps.com* and stamp services. She brings a creative and solutions-oriented approach to drive business growth across USPS. She leads the marketing vision, focusing on customers and the industry to grow revenue, and ensures the USPS brand, marketing, sales, industry strategies and messaging are consistent and compelling.

Holman is an award-winning marketing executive with over 25 years of experience in hospitality, direct-to-consumer, media and entertainment and consumer-packaged goods. She is skilled at leading large global teams, creating new organizational capabilities and building brands. Holman has held executive positions as chief marketing officer at Framebridge home décor; global vice president at Marriott International; marketing vice president at Travel Channel; and area marketing and sales manager at The Coca-Cola Company.

Holman received a Bachelor of Science in industrial engineering from the University of Michigan and a Master of Business Administration from the Kenan-Flagler Business School at the University of North Carolina. She also holds a professional certification in digital marketing from George Washington University.

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