

# Professional Profile

## Bill Holodak

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Bill, McCreightPartners' Associate Partner, is responsible for managing the firm's Research & Operations Center (ROC). The ROC is focused on optimizing lessons learned in past, and ongoing engagements. Bill is responsible for developing and managing engagements including coordinating with clients, their stakeholders, and over one hundred Alliance Partners worldwide. He is an expert in leading businesses undergoing transformation while building and developing effective teams focused on profitable growth.

Bill leads senior professionals to effectively understand requirements and deliver solutions that help achieve and sustain business objectives. He is an expert in strategic marketing, business development, planning, cost reduction, and client relationship management. He is a voracious reader and uses that skill to monitor the media and current events as they relate to the seven sectors of the economy McCreightPartners serves...education, energy, healthcare, information, justice, national security and technology.

Bill began his professional career as an Avionics & Control Systems Engineer with Sikorsky Aircraft, a Lockheed Martin Company, designing and developing advanced helicopter avionics systems. He designed an Inertial Velocity System (IVS) for the U.S. Navy which was used in anti-submarine warfare (ASW) helicopters. It was also used for night rescue systems (NRS) for retrieving helicopter crews downed at sea.

He subsequently joined AVCO, Lycoming Division, designing and testing infrared suppressors for helicopter engine protection from heat-seeking missiles. The suppressors are critical to protecting the United States and Israeli Air Force (IAF) helicopters.

Bill has held a SECRET security clearance.

After earning an MBA in Marketing, Bill founded a marketing services firm engaged by Fortune 500 companies including Citibank, BIC, Reebok, RCA, ESPN, Nestle Foods, McDonalds, Pilot Pen, and Time Warner. The firm was recognized by consultants as a top five leader in the industry. After twenty-two years, Bill sold the company to a publicly traded firm.

Bill was recruited as CEO for a struggling marketing firm. He reorganized their management team, rewrote their business plan, set goals and performance metrics, and raised capital. Recognizing the company needed serious technology improvements, and leveraging his experience in multi-channel marketing, he made the decision to create a new website, invest in e-commerce software, and improve the data processing and fulfillment capabilities. By doing so he was able to secure numerous new contracts with national

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clients including Nascar. He actively participated in industry events showcasing the new capabilities and forging new relationships. This resulted in the company doubling their revenue, reducing their overhead, while regaining respect within the industry.

Bill then did the same for another struggling marketing firm, taking his entrepreneurial spirit and can-do attitude with him. He provided expert guidance enabling informed decisions on developing B-C and B-B sales and marketing strategies. Within a short period of time the company showed a profit, significantly increased market share, and improved client relationships.

Prior to joining McCreightPartners, Bill joined a national digital marketing agency leading a sales team over the next thirteen years and winning numerous performance awards. He became a Certified Google AdWords Planner and a Google Premier SMB Partner and helped hundreds of small and medium sized businesses grow.

Bill holds a Master of Business Administration, Marketing (MBA) from the University of Bridgeport and Bachelor of Science, Mechanical Engineering (BSME) from Manhattan College.

Bill resides in Orange, CT with Bernadette, his wife of 52 years.