

# Pam Holloway

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## Summary of Qualifications

- 11 years as a successful independent consultant (working solo and in conjunction with larger professional services firms) helping energy, technology, chemical, manufacturing, and financial services organizations solve their toughest challenges, in particular, those that involve people:
  - Attracting, engaging and retaining key customers
  - Attracting, engaging and retaining key talent
  - Reducing the learning/competency curve
  - Eliciting and packaging knowledge from subject matter experts
  - Fostering innovation and creative thinking
  - Creating a mindful, resilient and safe culture
- 16 years with ExxonMobil (1984-2000) in a variety of internal consulting and managerial capacities including: Manager of Training and Communications for Global Information Services, Knowledge Manager for R&D Division, Employee Relations Admin Center Manager, Global Process Consultant, Organizational Development Advisor, and Special Projects Leader for a variety of HR, IT and Knowledge Management projects.
- Author/Co-author (3 books, 8 e-books), speaker and blogger on a variety of Sales, Marketing and Organizational Development topics including: Culture, Motivation and Engagement; Right Person Right Job, Knowledge Transfer; Customer-Centered Sales & Marketing, and Credibility.

## Relevant Work Experience

### Current or Recent:

- Providing **Organizational Development, Leadership Development, “Right Person Right Job” Position Profiling, Recruiting and Selection Assistance** for Energy, Transportation, Chemical and Financial Services organization(s).
- **Eliciting Knowledge from Subject Matter Experts, Developing Knowledge Models** and assisting in the **Development of Learning and Knowledge Transfer Strategies** for Energy, Chemical, Transportation and Technology companies.
- Assisting with **Human Factors Analysis** and **Safety Culture Development** for Energy and Chemical companies.
- Participating in the **Development of Thinking, Visioning and Roadmapping Tools**, in particular, *Smart Grid View*, a visualization tool for helping Smart Grid leaders: Make sense of the landscape, Craft a vision and way forward, and Communicate their vision.
- Participating in **Business Development and Marketing for Start-up** Technology, Aerospace, and Health Care companies.
- Delivering **Sales and Customer Relationship Training and Coaching** to Insurance, Financial Services and Health Care organizations.
- In addition to my own writing, I am a **thought partner/writing partner on two business books** – one Strategy/Business Transformation focused, the second Sales and Customer Relationship focused.

### Past:

- Key participant in the **Development and “Practicalization” of Value Dynamics Methodology** – an Arthur Andersen program for identifying, organizing and valuing intangible assets (documented in *The Value Code* by Barry Libert).

- **Co-developer of a Methodology for Eliciting, Packaging and Applying Tacit Knowledge.** This methodology (Knowledge Harvesting) is in use by 30+ Fortune 500 companies, professional organizations and large Management Consulting firms.
- **Developed Organizational Design and Business Development Strategy** for an interactive training company, including development of job profiles, work process flows, vision and values, brand and identity components, and marketing strategy. Also assisted in **Finding, Selecting and Developing Leadership Team**, and facilitated initial leadership meetings.
- **Pioneered the development of Knowledge Management** at ExxonMobil. Participated in the **Development of Global Best Practices Networks** in Marketing and Refining, Exploration and Producing, R&D, HR and IT. Developed and internally marketed KM processes and procedures and researched, tested, selected and implemented key tools and technologies.
- **Educated and Influenced international affiliates** and US organizations of ExxonMobil to accept and support common processes and technologies – in particular a Global HRIS system, standard set of IT support tools and common approach to Knowledge Management.
- Key participant in the **Design and Implementation of an HR & Benefits Admin Center** for ExxonMobil. Served as Training and Development Manager within the organization. Later **Led Benefits Outsourcing Analysis** team.
- Key participant in **Change Management** and **Organizational Restructuring** as a result of downsizing, technology implementation and mergers/acquisitions.

#### Other Relevant Experience

- Direct work experience with a wide variety of clients and cultures in Western Europe, the Pacific Rim, Latin America and North America.
- Published author and internationally-recognized speaker (Marketing and Customer Relationships, Consumer Behavior, Business Transformation, Right Person Right Job, Learning and Knowledge Management topics).

#### Education

- Masters of Science in Natural Health, Clayton College, 2004.
- Bachelor of Arts in Liberal Arts. Clemson University. Clemson, South Carolina, 1977
- Associates Degree in Computer Science. El Centro College, Dallas, Texas, 1984.
- Licensed Practitioner of Neuro-Linguistic Programming (NLP)
- Continuing post-graduate studies in Psychology and Business

#### Work Relationships & Partnerships

- **Co-founder and Partner - AboutPeople, a Training and Consulting firm** focused on business and organizational development, sales and marketing psychology, and training and coaching of executives, managers, sales professionals, and customer service staff. (2001 to Present)
- **Partner - Knowledge Harvesting Inc (KHi), a Knowledge Management consulting firm** focused on eliciting and packaging tacit knowledge from subject matter experts. (2000 to Present)