

Jennifer Holland: Going international

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Locally recognized executive **Jennifer Holland, president and CEO of Holland People and Brands**, recently added a new distinction to her ever-expanding portfolio: international author.

Holland, along with partner **Jackie Weathers**, recently had an article published in the International Journal of Brand Strategy, a publication providing peer-reviewed studies as well as detailed analysis on brand management from industry

leaders globally.

"To be considered a leading brand professional in the international community is such an honor and almost surreal," Holland said. "After years of hard work, study, collaboration and continuing education, it is a stamp of approval on our new brand methodology, and for that I am grateful. There are many who have gone before me and helped pave this path and I am happy to pick up the torch and do my part in making the marketplace a better place."

Their piece, "Aligning a Company's People Strategy with its Business Strategy and Brand Strategy," touts a new standard in brand development. Holland said this model is necessary for any business serious about growth.

"We believe that every business will have success by using this model," she said. "The goal is to grow businesses, foster happier employees, and overall make the global marketplace a better place."

Holland said that, without a three-pronged approach, which is part of her "Holland Helix," no business can really thrive.

Most executives understand the business and brand side of things, she said, but not the people part of the equation. According to Holland, unless employees are fully engaged and committed to a company's brand and ideals, no company or corporation will ever reach its potential fully, and after more than two decades in communications and brand development, she should know.

Along with recognition, Holland's research has opened doors by way of speaking engagements around the country. She is also developing a DIY Brand Workshop that's in beta-testing internationally.

When she has free time, Holland is an active mother of four and enjoys painting, cooking and sailing.

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