



**THE HUMAN FACTOR, Inc.**

...optimizing human assets to achieve organizational success

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**THE WORLD'S LEADING CHIEF EXECUTIVE ORGANIZATION HONORS SAN DIEGO  
BUSINESS WOMAN**

CEO Holly Green Recognized by Vistage as 2007 Rookie Speaker of the Year

**SAN DIEGO, California (June 2008)** – Recognized by Vistage, the World's Leading Chief Executive Organization, CEO and Managing Director of The Human Factor, Inc., Holly Green, has been named Rookie Speaker of the Year among fellow speakers in 2007. This prestigious award is no small fete as Vistage International and its global affiliates have more than 14,000 members in 16 countries, including some of the top business executives in the world.

To even be considered eligible for this award, a new speaker must average above 4.5 (with 5 being the highest ranking), in both content and delivery, while delivering the most presentations over the designated 12 month, calendar year period. Holly Green, who began speaking in March 2007, completed 19 presentations with an overall average of 4.5 on content and 4.6 in delivery.

"It is a great honor, as I have come across many excellent speakers and individuals involved with Vistage, so I know what good company I am in," she said. "It has been a hectic year doing as many presentations as I have along with the rest of my business, but I have learned from the members as well, so it is keeping me on my toes!"

With over 20 years of executive level and operations experience in Fortune 100, entrepreneurial, and management consulting organizations, those at Vistage couldn't think of a better recipient of this award. Furthermore, with Green's extensive background and knowledge in strategic planning, organization design and development, process improvement, leadership assessment and development, and the integration and alignment of business strategies, it is no wonder that her speaking engagements have received such high remarks.

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"I involve the members and try not to do too much of the 'stand and spew' that sometimes happens with speakers," Holly Green said when asked about the popularity of her presentations. "I also work to make it fun and upbeat. The members all have important roles in their organizations and need a little break to relax their mind while learning some new techniques and tips to be even better leaders." Green's outlook is apparently working, as her remarkable reputation within the Vistage organization continues to rapidly expand. Her first book, *More Than a Minute*<sup>TM</sup> hits the bookstands in September and is already selling well. Her strategic planning and organization development consulting firm continues working with top clients globally. Now, with the title "2007 Rookie Speaker of the Year" under her belt, there is no telling where Holly Green will go from here. One thing is for sure, those around her don't see her slowing down anytime soon.

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### **About Holly Green**

*Holly Green, CEO of THE HUMAN FACTOR, Inc. has experience as a CEO, board member and consultant to FORTUNE 500 companies and start-ups alike. She has been an employee and consultant for multinational corporations including The Coca-Cola Company, AT&T, Dell Computer, Bass Hotels & Resorts, Sony Electronics, BD, Expedia, Inc., RealNetworks, Microsoft and Google.*

*She was previously President of The Ken Blanchard Companies, a global consulting and training organization as well as LumMed, Inc. a biotech start up. Holly is known as someone who gets things done and has led turnarounds as well as hyper growth organizations.*

*Holly is on the staff at Webster University teachings courses in the graduate program and is an Executive Faculty Member at the University of California, San Diego's Rady School. She is a member of the Chairman's Roundtable and California State, San Marcos Center for Leadership, Innovation & Mentoring.*

*Holly lives in San Diego, California and is married with two beautiful children.*