



THE HUMAN FACTOR, Inc.

...optimizing human assets to achieve organizational success

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FOR IMMEDIATE RELEASE

CEO OF THE HUMAN FACTOR, INC. RECEIVES HIGH HONORS FOR WOMEN IN BUSINESS

Holly Green Selected As One of San Diego's Top 'Women Who Mean Business'

SAN DIEGO, California (November 2007) – A dynamic and inspiring leader in today's business community, The Human Factor, Inc.'s CEO, Holly Green, was honored as one of San Diego's 'Women Who Mean Business' in 2007. The prestigious local award program, now in its fourteenth year, recognizes the accomplishments and contributions of women business leaders and role models in both their careers and the San Diego community.

At the awards ceremony held at the Town and Country Resort and Hotel in San Diego, Holly Green was recognized for her upbeat approach and persistent attitude in both her career, and in the way she deals with everyone she comes in contact with. Her recognition can also be attributed to her vast accomplishments in the areas of strategic planning and organizational development, as well as in the way she strives to help others reach their goals and achieve success.

Holly Green started her own company more than 15 years ago and has worked with companies that range from FORTUNE 500s, such as The Coca-Cola Company and AT&T, to garage start-ups. Sharing insights, processes and tools with others is what helps make Holly tick. She willingly spends at least 10-15% of every week doing pro bono work. Additionally, she often speaks as a guest lecturer for students, as well as acts as a mentor through California State University, San Marcos CLIMB program (center for leadership innovations and mentorship building). Holly also teaches in the graduate and undergraduate program at Webster University and is on the executive faculty for the University of California, San Diego, Rady School.

Holly's commitment to the local San Diego community is ever increasing as she has been a board member for the SD Performing Arts League (where she was recognized with the League's Star Award for her contribution to the League and the Business Volunteers for the Arts program), has served on numerous boards of other company and nonprofit organizations, and is an active member of the



Chairmen's Roundtable, a nonprofit organization of senior executives providing pro bono consulting to mid-sized businesses.

Holly contributes as a student coach to Mission Middle School (recently rated as the poorest school in SD County for the second year in a row), and facilitates learning and development for a group of fifteen executive San Diego women. With no plans to slow down, Holly Green's business and community commitment make her a woman to be admired, showing the greater San Diego region that she truly is a 'Woman Who Means Business'

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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.