



2026 Page Annual Conference



**Dana Holmes,
Vice President,
Communications and
Public Relations,
Health Care Service Corporation**

Dana Holmes is a senior communications executive with a long-standing record of shaping corporate reputation, guiding enterprise-level communication strategies, and leading large, high-performing teams. Currently serving as Vice President of Corporate Communications and Public Relations at Health Care Service Corporation, she

oversees all aspects of brand, reputation, stakeholder engagement, and communications operations across nearly 34,000 employees, supported by a team of more than 80 professionals. With prior leadership roles at Walgreens, Grainger, Hewitt Associates, Abbott Laboratories, and Kraft Foods, she brings deep expertise in executive communications, crisis management, workforce engagement, and large-scale transformation initiatives. Her career is further distinguished by board service, industry accolades, and advanced training from the Yale School of Management, reflecting a reputation as a trusted strategic advisor and influential leader in the communications field.

Leadership Profile

Dana Holmes is a distinguished communications executive with a record of driving enterprise-level strategy, protecting corporate reputation, and leading large, complex teams through transformation. As Vice President of Corporate Communications and Public Relations at Health Care Service Corporation, she oversees brand stewardship and end-to-end communications operations for nearly 34,000 employees, supported by a team of more than 80 professionals. Her career includes senior leadership roles at



Walgreens—where she guided executive and operational communications through major mergers, large-scale transformation, and board-level reporting for a 240,000-employee enterprise—as well as strategic advisory roles to C-suite leaders at Grainger, Hewitt Associates, Abbott, and Kraft Foods, where she delivered high-impact communications during IPO activity, global compliance initiatives, and employee engagement efforts reaching more than 100,000 employees. Dana's accomplishments span award-winning campaigns, leadership of her own integrated marketing agency, and recognition among the industry's top women in communications, reinforced by advanced executive training from the Yale School of Management and SCMP certification. Respected for her strategic acumen, operational rigor, and ability to navigate complex stakeholder environments, she brings a seasoned, board-ready perspective to enterprise communications, reputation leadership, and organizational trust.