

# LaMar Holliday, CEO of Holliday Collaborative Agency, Named Among 2024's Indy's Best and Brightest Finalists

*Junior Achievement of Central Indiana recognizes LaMar Holliday, CEO of The Holliday Collaborative Agency, as a finalist for 2024's Indy's Best and Brightest.*

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/EINPresswire.com/ -- Junior

Achievement of Central Indiana has officially recognized LaMar Holliday, CEO of The Holliday Collaborative Agency, as a finalist for 2024's Indy's Best and Brightest. This

acknowledgment celebrates the

dedication of central Indiana's young professionals across various sectors, spotlighting those making significant waves within their industries and communities.



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*LaMar Holliday*

illuminating the lives of others is a beacon of inspiration within the community," said Holliday. "I want to thank Junior Achievement of Central Indiana for this honor and look forward to celebrating the next generation of leaders in our community."

Junior Achievement stated that the selection of finalists is grounded in a rigorous evaluation of each candidate's professional accomplishments, civic engagement, integrity, and leadership prowess. Holliday's inclusion as a finalist in the Manufacturing, Retail & Services category speaks

volumes of his extraordinary competence and the high regard his peers and industry experts hold him.

As the leader of a public relations and full-service marketing firm, Holliday embodies the spirit of excellence and innovation the awards seek to honor. His background speaks volumes of his versatility and impact: a former broadcast journalist in radio and television, Holliday's career has spanned various states. This commendable foundation led him into impactful roles.

Transitioning from being a news reporter and anchor, he took up the mantle of public relations and marketing leadership at distinguished organizations, including the American Red Cross, the City of Indianapolis, and the Indiana Department of Transportation. Holliday has been the driving force behind comprehensive campaigns encompassing strategic communications, marketing communications, public affairs, executive communications, reputation management, and robust public & media relations. His forward-thinking strategies and commitment to excellence have elevated the profiles of the agencies he served and have been instrumental in enhancing their engagement with the community at large.

Some of his achievements include overseeing the public involvement efforts of the \$1.5 billion I-69 project connecting Martinsville to Indianapolis, developing a robust communications strategy to highlight the American Red Cross climate crisis work that resulted in a \$40 million gift from the Lilly Endowment, the most significant gift in the organization's 140-year history, managed strategic partnerships with community partners as the Chief Communications Officer with the City of Indianapolis during the pandemic to ensure underserved communities had access to masks and more.

Junior Achievement will celebrate all 100 finalists' contributions and achievements on March 21st in downtown Indianapolis. You can learn more about Indy's Best and Brightest program by visiting <https://indy.ja.org/events/indy-s-best-and-brightest>.

For more information on The Holliday Collaborative Agency and Holliday's work, please visit [www.hollidaycollab.com](http://www.hollidaycollab.com).

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