

Influential Women Recognizes Colleen Keyworth: Shaping Digital Marketing And Inclusion Across The HVACR Industry

PORT HURON, MI, UNITED STATES, October 6, 2026 /EINPresswire.com/ -- An Internationally Recognized HVACR Leader Connects Technology, Relationships, and Workforce Development to Help Strengthen the Skilled Trades

Port Huron, Michigan – Colleen Keyworth has built a 14-year career at the intersection of HVACR, digital marketing, relationship-building, and workforce development, becoming a nationally recognized industry leader, marketing strategist, speaker, and advocate for inclusion within the skilled trades. As President of Online-Access Inc., a Michigan-based web marketing company specializing in HVAC, plumbing, and electrical contractors, she works at the forefront of digital marketing, contractor branding, AI, search visibility, and the evolving relationship between technology and customer behavior in the home services space.



Colleen's connection to the contracting industry is deeply rooted in her family's HVAC and plumbing business, giving her a firsthand understanding of the contracting landscape and the realities businesses face as they work to build profitable and sustainable operations. That background has informed her approach to marketing and industry leadership, allowing her to understand not only the technology behind digital strategies but also the practical needs of contractors and the customers they serve.

Through Online-Access, Colleen regularly teaches and trains contractors across the country on how to better leverage the web to generate business, strengthen customer relationships, and improve long-term visibility online. Her work involves developing strategic partnerships with

OEMs, distributors, wholesalers, and industry organizations to create innovative marketing initiatives, dealer programs, and online solutions specifically designed for the trades. A key part of her role is translating complex marketing and technology concepts into practical, contractor-focused strategies that businesses can implement in their day-to-day operations.

Her dedication to enhancing digital marketing strategies for HVAC contractors has established Colleen as an influential voice within the industry. She brings a broad perspective to a field increasingly shaped by technological change, recognizing that successful digital strategies require an understanding of both emerging tools and the people who ultimately use them. Her work encompasses marketing strategy, contractor branding, AI, search visibility, and the ways changing technology is influencing how consumers seek information and make decisions about home services.

One of the most significant developments Colleen is navigating is the rapid evolution of artificial intelligence. She identifies AI as both a challenge and an opportunity for the industry, particularly as it reshapes consumer behavior, digital marketing strategies, and how contractors and businesses access information and education. For a digital agency, keeping pace with these changes requires continuous learning, experimentation, and adaptation.

Colleen believes there is significant potential for automation to improve efficiency, streamline workflows, and enhance client outcomes. At the same time, she emphasizes the importance of being intentional about how technology is integrated so that it supports teams rather than replacing them. In her view, organizations operating in this rapidly changing environment must continue learning, testing new tools, evolving their services, and investing in education while maintaining the value of human expertise.

Alongside her technology and marketing work, Colleen has dedicated significant energy to diversity, workforce development, and inclusion throughout the HVACR community. She served as the inaugural President of the International Network for Women in Cooling (INWIC), helping expand global conversations around mentorship, visibility, and opportunities for women in refrigeration and cooling industries worldwide. As INWIC President, Colleen Keyworth represented the organization at industry events across Europe, India, the Caribbean, and the UK. She championed women's visibility and opportunities in cooling through presentations and international partnerships. She also served as a past president of Women in HVACR (WHVACR), where she spent nine years on the organization's board of directors.

These leadership roles reflect Colleen's long-standing commitment to creating pathways for women within the skilled trades. Her work has focused on changing the optics of the industry so that future generations can better see themselves represented within it. She believes that building inclusive professional networks can have a meaningful effect on engagement, trust, collaboration, and long-term retention.

For Colleen, inclusion extends beyond simply creating opportunities. She places considerable

importance on ensuring that people feel welcomed, seen, and meaningfully connected. She believes that no one should feel isolated or left out and that strong professional relationships can contribute directly to healthier workplace cultures and stronger organizations. In industries that are often predominantly male, she views inclusion as both a principle and a practical factor in retaining people, encouraging collaboration, and supporting the long-term development of the workforce.

Her own professional philosophy is strongly connected to relationships. Colleen attributes her success to being naturally outgoing, relationship-driven, and committed to creating meaningful connections. She has never been hesitant to introduce herself, develop new relationships, or bring people together, believing that collaboration creates opportunities for everyone involved.

Rather than limiting herself to one segment of the industry, Colleen has consistently taken a broad perspective, recognizing the value of connecting contractors, manufacturers, wholesalers, and vendors. By breaking down traditional boundaries and fostering inclusive networks, she has developed strong partnerships while maintaining a genuine interest in helping others succeed.

That relationship-driven approach has also influenced the career advice she shares with others. One of the most important pieces of advice Colleen has received is to “work until you no longer have to introduce yourself,” a principle that has encouraged her to focus on consistency, impact, and building a reputation through results rather than words. She has also been guided by the question, “Would you rather be right or would you rather be successful?” Together, these lessons have reinforced the importance of collaboration, adaptability, credibility, and prioritizing outcomes over ego.

Colleen brings these principles to her efforts to support young women entering the HVACR industry. She encourages them to build strong professional networks early and actively seek mentors who can provide guidance, perspective, and support throughout their careers. She also encourages women to reach out to professionals they respect rather than hesitate to make connections, noting that many professionals are more open to connecting than people might expect.

She emphasizes the importance of approaching relationships inclusively and building connections across the industry. Advocates and supporters can come from many different backgrounds, and broad professional networks can strengthen both individual growth and retention throughout the field. For Colleen, creating those connections is an essential part of helping people find opportunities and develop lasting careers.

Her leadership and contributions have earned recognition throughout the HVACR community. Colleen was named to ACHR News’ 2019 “Top 40 Under 40” in the HVACR Industry, received Service Nation’s “Woman of the Year” award in 2020, and earned the Women in HVACR Top 30 Influential Women award in 2025. Beyond her executive and advocacy responsibilities, she is an influential speaker, moderator, and writer, sharing insights on industry challenges, marketing

strategy, leadership, AI, workforce development, and the evolving role of women in the trades through conferences, podcasts, articles, and speaking engagements.

Colleen currently serves on the advisory board of Women in Boilers and the EGIA Foundation board. She is also a member of HARDI's People & Culture Council and Emerging Leaders Program Mentor and serves as Secretary for the Southeast Michigan Air Conditioning Contractors Association. Her professional affiliations also include serving as the HVAC Tactical Awards event director.

With a career spanning marketing, technology, industry leadership, education, and advocacy, Colleen continues to connect people and ideas across the HVACR community. Her work reflects a consistent focus on meaningful relationships, practical education, inclusion, and adapting to an industry undergoing significant technological change. Through her leadership at Online-Access and her continued involvement across industry organizations, she remains committed to helping contractors navigate the evolving digital landscape while supporting a more connected and inclusive future for the skilled trades.

Learn More about Colleen Elizabeth Keyworth:

Through her Influential Women profile, <https://influentialwomen.com/connect/colleen-keyworth>, or through Online Access, Inc., <https://www.hvacwebsites.com/>

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