



Holly Gerard is a graduate of Baylor University, in Waco, Texas, Holly worked for over a decade in the corporate world, with the bulk of her work dedicated to healthcare corporate management across several states - managing sales teams, identifying and developing new and expanded market opportunities, and proactive messaging to outperform competitors. Her success led to her become part of a select team specializing in turn-arounds of low-performing locations through education, training, skill development and public relations activities in any of the 32 states of operation.

A Co-Founder and Partner of Ascend Action & New Valley Forge Consulting groups, Holly built a strong winning record by applying her realworld market development and statistical research background to political campaigns from local to federal to Presidential, and to marketing projects and advocacy – applying data driven strategies that capture trend positive messaging, developing personalized strategic plans for each campaign or issue, and designing a hands-on tactical ground game in dynamic environments to gain the advantage. She is deeply committed to activism and training to coordinate and build coalition groups to achieve success.

Holly serves the OOA as a consultant and is Secretary of the Friends of the Oklahoma Osteopathic Association. She is also deeply involved in community and state improvement programs, serving on the board of Imagine Durant, the Opportunity Scholarship Fund for disadvantaged students, has served as a Bridge (foster) parent, and just completed a multi-year term of service for the Pregnancy Center of Bryan County.

Holly is married to Terry Gerard II, DO, a 4th generation physician from southeastern Oklahoma, and they raise their children in Durant. Her husband is a graduate of Oklahoma State University College of Osteopathic Medicine and serves as an Emergency Room physician as well as serving as an adjunct professor for the OSU – Durant Family Medicine Program.