



Hillary Feder, president and founder, Hillary's LLC

For more than 30 years, Hillary has been a leader in strategic plan design, program planning, and branded product design to support enterprise engagement (employee, client, vendor, board, etc.) initiatives. She has a diverse background in many different industries with particular passion for her work in the healthcare area. Involvement with health care professionals has shaped her personal life and in turn she has taken those lessons into her professional life to shape better outcomes in health care.

Hillary's innovative, analytical, and practical approach shapes organizational cultures to communicate, recognize, and express appreciation in meaningful, relevant ways and that closely align with an organization's values, purpose, and business objectives. The results of her work in healthcare settings increase employees' discretionary efforts which strengthens the patient and patient's family experience. Hillary makes a difference wherever she goes.

Hillary received a Bachelor of Science degree from Boston University School of Management. She also has completed the Strategies For Business Vision and Growth Program, John M. Morrison Center for Entrepreneurship, University of St. Thomas. Hillary has earned the designation of Master Advertising Specialist, demonstrating expertise and commitment in the use of branded products to support programs that reinforce, incentivize, and recognize. She has been recognized nationally for her ability to take ideas and turn them into meaningful actions and outcomes.

She is deeply committed to supporting community with her leadership. She serves on numerous community and non-profit boards with a deep commitment to each organization's work: Alerus Twin Cities Region Advisory Board; Promotional Professionals Awards & Recognition Committee; Sabes Jewish Community, Board Chair; partnerships in fundraising with Second Harvest Heartland & St. Jude Children's Research Hospital; Super Bowl LII Business Connect Vendor; Final Four VIP Recognition Committee.

On a personal level, Hillary is curious and entrepreneurial at heart. She is an avid reader and chronic idea generator. Outside of work, you can find her in the kitchen baking her famous chocolate chip cookies, playing with her grandchildren, speed walking, and re-energizing herself at the lake.

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#### Contact

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