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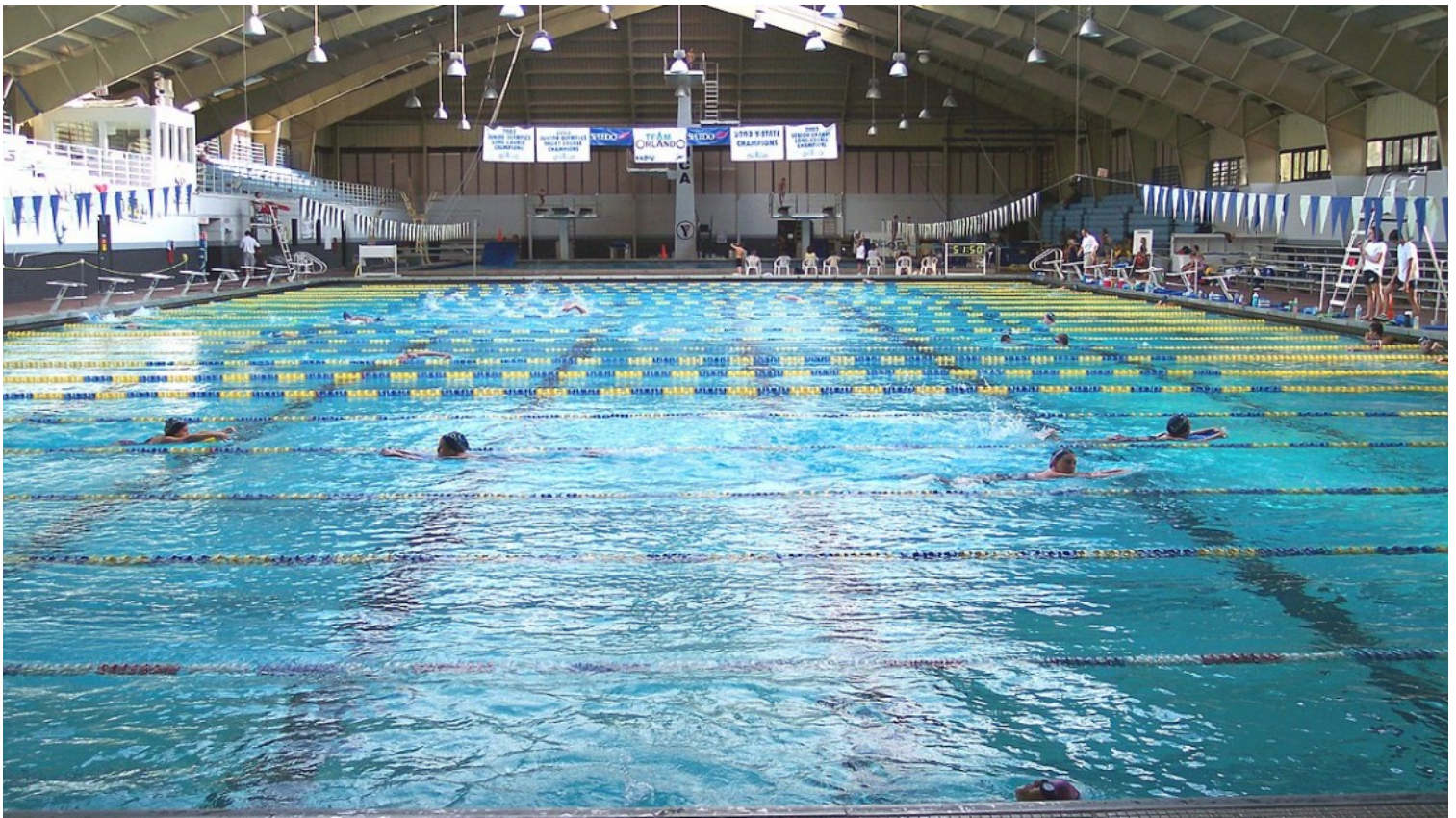
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BUSINESS FINANCE LOCAL NEWS

# YMCA WELCOMES HOLLY FREYRE AS EXECUTIVE

STAFF REPORT— SEPTEMBER 14, 2017

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*YMCA pool*

*PHOTO COURTESY OF WIKIMEDIA*

### Staff Report

**SOUTH FLORIDA** — The YMCA of South Florida recently welcomed Holly Freyre as its new Vice President of Financial Development and Advancement.

Her focus will be on capital and partnerships that increase the YMCA's presence in Miami-Dade County. She will also provide assistance in implementing an overall strategy for development and advancement in the organization.

"The YMCA is thrilled to have Holly join our team," said Sheryl A. Woods, YMCA of South Florida President and CEO. "She has lived and worked in Miami for nearly 30 years. With her experience, extensive contacts and knowledge of Miami, we will be able to adhere to our strategic plan and really grow our footprint Miami. We have two major capital projects in Miami and up to five different projects in line over the next five years."

Freyre is a seasoned senior executive with more than 30 years of professional experience in the banking, healthcare, higher education and non-profit industries. She has expertise in business development, campaign management, marketing, relationship management and strategic planning.

Most recently, she was instrumental in surpassing a goal and raising more than \$60 million for the University of Miami where she served as Associate Dean for Development and Executive Director for Advancement for the Frost School of Music.

She received a Bachelors Degree in Business Administration from Boston College and a Master of Business Administration from University of Miami. Her community service and board leadership includes The Council for Women of Boston College, Leadership Miami, Junior League of Miami, Beaux Arts, Gulliver Academy, Young Patronesses of the Opera (YPO) and other state and local community organizations.

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