

CRAIG HOLLAND BA

Director of Business Operations

Craig Holland, a graduate of the University of Massachusetts at Amherst, has spent his entire career helping emerging businesses achieve success. After earning a Commonwealth Scholar distinction for his studies in Economic Theory, Craig worked for Digi-Block, Inc., a Boston-based start-up that manufactured and distributed a research-based system that allows students to discover arithmetic and basic algorithms visually. As a manager of Digi-Block's consulting division, Craig was responsible for recruiting, training, setting protocol, and managing operations for its 30 consultants nationwide.

After leaving Digi-Block in 2003, Craig founded The Archive, a café, and media center in the East Williamsburg neighborhood of Brooklyn. The facility quickly became a successful staple of the neighborhood and is today a community landmark.

Craig joined Hoberman Associates in 2006 to manage growth in its product design division. His responsibilities include operational and financial management, recruitment of new talent, and all external outreach and communication. Craig helps structure successful client relationships by ensuring proper allocation of internal resources, communicating client concerns within Hoberman, and applying a business perspective to the design process that balances market viability with aesthetic considerations.

Most recently Craig has taken on an operations and marketing management role for the Adaptive Building Initiative (ABI) -- a joint venture between Hoberman Associates and Buro Happold. In this capacity he has helped frame the vision for ABI's external presence, its strategic focus, and management of its daily business operations.

Disciplines	Business Operations, Product Strategy
Qualifications	BA (Social Thought and Economic Theory)
Education	University of Massachusetts, Amherst 1996-2000
Hoberman	2006 – Present
Other	Operations and Marketing Management, Adaptive Building Initiative, 2008 - Present