



Edison Electric
INSTITUTE

Holly Smith

Chief Member Engagement Officer



Holly Smith is Chief Member Engagement Officer at the Edison Electric Institute (EEI), where she leads the organization's member company engagement and outreach activities. She is also responsible for EEI's events portfolio, including quarterly Board of Directors meetings and the EEI annual meeting.

Prior to joining EEI, Smith spent more than 20 years at the American Bankers Association (ABA), most recently serving as Executive Vice President of Membership. In this role, she led a team focused on member recruitment, retention, outreach, engagement, and workforce excellence for America's banks. Prior to that, she spent ten years at the helm of ABA's Large Bank Group, leading the team that managed ABA's relationships with its largest, most complex member banks.

Before joining ABA, Smith worked as Membership Director for The Entrepreneurs Organization, a global membership organization for leading entrepreneurs under the age of 40.

Smith graduated from the University of North Carolina at Chapel Hill with bachelor's degrees in International Studies and Romance Languages.