



ENTREPRENEURSHIP CENTER

for Growth and Excellence

Dr. Alice Gordon Holloway

Interim Director

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Expertise

- Award-winning business and organizational strategist focused on identifying solutions to complex issues
- Quantitative academic business researcher with expertise in building organizations
- Effective team member skilled in engaging collaborators and ecosystem builders
- Certified cloud-application technologist in using business intelligence and automation applications
- National Keynote Speaker and Panelist

Education

University of South Alabama

Ph.D. in Business Management and Entrepreneurship (2021)

University of Alabama at Birmingham

MBA in Business Administration

University of South Alabama

BA in Communications, Public Relations

Awards

- Merit Award winner from the International Association of Business Communicators
- Small Business Contender by the Birmingham Business Alliance
- Top Supplier Diversity Ambassador nationally by MBN USA Magazine

Award-winning business strategist Dr. Alice Gordon Holloway serves as Interim Director of the Entrepreneurship Center for Growth and Excellence, Birmingham's central hub connecting entrepreneurs and small business owners with data-driven resources, partnerships, and expertise. A six-time serial entrepreneur, quantitative business researcher, and experienced ecosystem convener, Dr. Holloway brings boardroom leadership, academic insight, and a strong record of building strategic collaborations to advance Birmingham's entrepreneurial ecosystem.

Her experience spans the electric utility and nuclear energy industries, transportation, airport authorities, higher education, supplier and vendor management, external relations, and risk management. She has held management roles with Alabama Power Company and Southern Company, where she led supplier diversity initiatives supporting \$500 million in annual spending and served as a corporate spokeswoman on regulatory, environmental, and economic issues.

Dr. Holloway also serves as an Adjunct Instructor at the University of Alabama, applying research and practical strategy across entrepreneurship, competitive strategy, minority and women business development, and emerging artificial intelligence technologies. Her research and consulting work includes macro entrepreneurship, organizational threats, and competitive strategy.

She serves on the board of the California-based Navigator Lighthouse Foundation and on the University of Alabama Board of Visitors for the Office of Teaching Innovation and Digital Education. She is also a member of Alpha Kappa Alpha Sorority, Incorporated.