



355 Main Avenue • De Pere, WI 54115 • 920.288.2980

www.oconnorconnective.com

For Immediate Release: January 25, 2021

Contact: Todd McMahon, todd@oconnorconnective.com, 920-288-2980

O'Connor Connective Welcomes Holly Borga as Executive Assistant

DE PERE, Wis. — The expansion of O'Connor Connective at the start of year No. 9 as a full-service strategic communications consultancy continued with the recent hiring of Holly Borga as Executive Assistant.

Borga joined the O'Connor Connective team with an extensive background in office management and customer service with large and small businesses, including Green Bay Packers Hall of Fame, Inc. and JCPenney. She has proved herself to be an organized multitasker with an eye for details.

In her vital front-facing role with the O'Connor Connective team, Borga provides real-time administrative support with scheduling, bookkeeping and office-management functions.

“As we further expand our services and tackle our ninth year of business, we’re thrilled to add the talent of a seasoned and proven professional like Holly,” said Bridget O’Connor, owner and principal of O’Connor Connective. “I welcome the coordination, collaboration and can-do approach she brings to O’Connor Connective. There is no doubt Holly is going to help advance our company and help keep me sane along the way!”

A native of Green Bay, Wisconsin, Borga most recently was a patient care representative at a De Pere dentist office, performing administrative duties and working directly with patients on scheduling for appointments and follow-up.

Prior to that, Borga worked in a variety of roles for seven years with Green Bay Packers Hall of Fame, Inc., a nonprofit that operates separately from the Green Bay Packers. She provided administrative and accounting support to the organization’s executive director, board of directors, and various committees. She also helped plan and implement two major fundraising events and smaller fundraisers for the Packers Hall of Fame each year.

Borga’s professional career also includes 12 years in customer service and operations with national retailer JCPenney.



355 Main Avenue • De Pere, WI 54115 • 920.288.2980

www.oconnorconnective.com

About O'Connor Connective

Founded in 2013 by Bridget O'Connor and based in De Pere, Wisconsin, O'Connor Connective advises CEOs, presidents and senior leaders to define and communicate their vision to engage, retain and recruit customers, employees and supporters. The company does that by integrating strategy, marketing, creative, public relations, and training to achieve organizational goals. Clients include privately held and service-based companies and nonprofits. O'Connor Connective is a certified Woman-Owned Business Enterprise (WBE). For more information on the consultative and creative services of O'Connor Connective, visit oconnorconnective.com.

-end-