

# HOLLY LUNA

## Details



## Core Competencies

Staff Development & Team Building

Strategic Planning

Budget & Financial Management

Procurement & Contracting

Data-Driven Policy Analysis

## Certification

Certified Manager, AAAE

## Profile

Dynamic leader with extensive experience in finance and public agency management, driving impactful outcomes across diverse sectors. Expertise in strategic planning, budget management, and regulatory compliance and fosters strong partnerships with governing boards and key stakeholders. Proven ability to lead large-scale programs, implement sophisticated ERP systems, and negotiate complex contracts. Committed to transparency and integrity, consistently delivering results through data-driven approaches and effective team collaboration. Acknowledged for a service-oriented mindset and a strategic vision that aligns organizational goals with operational excellence.

## Employment History

### Project Controls Director at Reno-Tahoe Airport Authority, Reno

AUGUST 2024 – PRESENT

- Oversaw programmatic controls and performance reporting for \$1B airport construction program.
- Designed Executive Summary, dynamic dashboards, KPIs, and compliance protocols for stakeholder engagement and budget monitoring.
- Spearheaded cross-departmental collaboration to evaluate funding sources and ensure adherence to federal grant compliance.
- Chaired Business Intelligence Committee, establishing agency-wide data management standards to drive strategic decision-making through prioritized data requests and innovative reporting solutions.

### Director of Contracts & Procurement at Reno-Tahoe Airport Authority, Reno

DECEMBER 2017 – JULY 2024

- Directed agency-wide ERP implementation, enhancing operational efficiency.
- Developed comprehensive training and policy manuals for enterprise-wide application.
- Facilitated complex solicitations and vendor contracts.
- Ensured adherence to statutory requirements and regulatory compliance frameworks.
- Oversaw procurement processes for federally funded and complex construction projects.
- Fostered partnerships with key stakeholders to align organizational goals with strategic initiatives.

### Chief Financial Officer at Douglas County School District, Minden

JULY 2006 – FEBRUARY 2017

- Managed 5 departments, overseeing 110+ employees, and optimized cross-departmental collaboration.
- Forecasted \$80M+ annual budget and executed a comprehensive 10-year Facilities Master Plan.
- Chaired self-funded health insurance and workers' compensation programs while balancing first-class employee benefits with fiscal sustainability.
- Achieved over \$500K in annual energy savings through successful DOE project implementation and Better Buildings Challenge.
- Acted as District's fiscal representative, monitoring Legislative Counsel Bureau requests and timely reporting during bi-annual legislative sessions.

## Education

MBA, Business Administration, San Jose State University  
BS, Finance & Accounting, University of Montana

July 4, 2025

Agency HR Services  
Attention: Eva Perez

Carson City, NV 89703

Re: Letter of Interest – Executive Officer, Public Employees’ Benefits Program (PEBP)

Dear Ms. Perez and Members of Selection Committee,

Please accept this letter of interest in support of my application for the Executive Officer position at the Public Employees’ Benefits Program (PEBP). With extensive cross-sector experience in public benefit administration, government finance, stakeholder engagement, and private-sector fiscal management, I bring a well-rounded background aligned with the goals and responsibilities of this position.

**1. Stakeholder and Insurance Experience:**

As CFO of Douglas County School District, I had direct oversight of actuarially sound, self-funded health insurance and workers' compensation programs. I collaborated with third-party administrators, health insurance carriers, actuaries, and consultants to optimize plan design and ensure long-term sustainability. I regularly collaborated with collective bargaining groups and provided strategic updates and key insights to the Board of Trustees, supporting informed decision-making on critical policy and operational matters.

**2. Communication Style:**

My communication style is strategic, clear, and stakeholder-aware:

- With leadership teams and peers, I value transparency and data-informed discussions to drive outcomes.
- When reporting to governing boards, I present detailed, policy and mission-aligned analysis and financial summaries.
- When engaging with legislators and state agencies, I provide timely responses that are concise and regulatory compliant.
- When engaging with plan participants and key stakeholders, I emphasize clarity, responsiveness, and a service-oriented approach rooted in accessibility and accuracy.

### **3. Contract, Budgetary and Financial Management:**

I have developed, implemented, and managed public-sector budgets with a strong focus on fiscal responsibility and long-term sustainability. This includes administering multi-year Capital Improvement Plans and overseeing comprehensive financial forecasting to ensure sound fiscal stewardship. At the Airport Authority, I served in a leadership capacity for contracts and procurement, managing federally compliant solicitations and agency-wide contract oversight. I was responsible for developing and maintaining contract templates, procurement guidelines, and compliance documentation aligned with Nevada Revised Statutes and federal regulations, including stringent grant requirements.

### **4. Approach to Plan Design and Member Needs:**

I would take a balanced and data-driven approach to plan design. I believe participant feedback, cost trend analysis, and actuarial modeling must inform benefit decisions. My process would prioritize both financial sustainability and member access to care. I would partner closely with the PEBP Board and the Director of the Nevada Health Authority to ensure plan adjustments align with state budgets, statutory responsibilities, actuarial recommendations, and member health outcomes.

### **5. Leadership Style and Recent Successes:**

I lead with a collaborative, mission-driven approach and focus on trust, accountability, and long-term impact. I foster a culture of professional growth and continuous improvement, ensuring staff are empowered and equipped for success. As Director of Contracts & Procurement at the Airport Authority, my team achieved a 100% participation rate in the agency's annual organizational culture assessment survey. As a team, we demonstrated year-over-year improvement across all measured indices—including mission alignment, consistency, involvement, and adaptability. Additionally, our department received one of the highest departmental scores each year, and yet still reflected incremental improvement. This outcome reflects my leadership approach: providing strategic guidance and support while empowering individuals to lead within their areas of responsibility. This success is particularly relevant to the PEBP role, as it underscores my ability to cultivate a high-performing, engaged, and resilient team culture that supports agency-wide goals through collaborative, results-oriented management style.

### **6. Staff Development Philosophy:**

I am committed to cultivating a high-trust, autonomous work environment where employees feel ownership and are supported with tools, guidance, and training. I invest in professional growth, cross-training and mentoring to build resilient teams capable of taking initiative and adapting to change. Throughout my leadership roles, I have successfully recruited, developed, and retained high-performing teams by fostering transparency, recognition, and purpose.

## **7. Vision for PEBP Executive Officer Role:**

My vision is to lead PEBP with clarity, fiscal responsibility, and commitment to the mission of providing high-quality benefits to Nevada's public employees and retirees. I would prioritize operational transparency, participant engagement, regulatory compliance, and plan performance. I am confident my background in benefit administration, legislative relations, public agency finance, and stakeholder alignment would add value to the Nevada Health Authority and PEBP Board.

Thank you for your time and consideration. As requested, I have included my resume along with three professional references meeting the stated requirements. I look forward to the opportunity to support PEBP's continued success and to serve the State of Nevada.

Sincerely,

Holly Luna



Encl. (3)

## **Professional References**

### **Randall O. Carlton**

Chief Finance and Administration Officer

Reno-Tahoe Airport Authority

[REDACTED]

[REDACTED]

Former supervisor during my tenure as Director of Contracts and Procurement

### **Christopher Cobb, P.E.**

Director of Facilities & Maintenance

Reno-Tahoe Airport Authority

[REDACTED]

[REDACTED]

Peer; collaborated frequently with him and his departments during my position as Director of Contracts and Procurement

### **Jill N. Atkinson [letter of recommendation attached]**

Chief Human Resources Officer

State of Nevada, Attorney General's Office

[REDACTED]

[REDACTED]

Former colleague; collaborated frequently with her during my position as Director of Contracts

# Letter of Recommendation

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July 4, 2025

Public Employees' Benefits Program  
Agency HR Services  
Attention: Eva Perez  
[REDACTED]

Carson City, NV 89703

Dear Members of the Selection Committee,

I am pleased to offer my strongest recommendation of Holly Luna for the Executive Officer role with the Public Employees' Benefits Program (PEBP).

Holly holds a Master of Business Administration and brings a rare blend of financial leadership, operational strategy, and public sector expertise—rooted in decades of meaningful service in Nevada. Her executive experience includes serving as Chief Financial Officer for the Douglas County School District, where she oversaw complex public budgeting, strategic planning, and employee benefits, including administration of a self-funded health insurance program—competencies that align directly with the responsibilities of the Executive Officer.

In my role as Senior Human Resources Business Partner at the Reno-Tahoe Airport Authority, I worked alongside Holly for many years. She joined as Director of Purchasing and immediately distinguished herself with deep knowledge of Nevada's public procurement laws and exceptional skill in contract negotiation and administration—competencies essential to PEBP's operational success and compliance obligations.

Recognizing her leadership capacity, Holly was selected to lead our enterprise resource planning (ERP) system implementation. She applied disciplined project management, built cross-functional alignment, and translated complex financial and operational requirements into clear, actionable business processes. Her success in aligning diverse stakeholders, meeting project milestones, and delivering high-quality outcomes reflects her ability to lead through change.

Holly leads with integrity, strategic foresight, and a clear communication style that fosters transparency and trust. She consistently delivers concise, credible briefings to executives and boards, supports sound decision-making, and represents organizational interests with clarity and professionalism. She is equally committed to people leadership—developing talent, empowering teams, and fostering a culture of accountability and collaboration.

Holly is uniquely prepared to lead PEBP through a period of transition and opportunity. Her deep experience in fiscal oversight, self-funded health plan administration, risk and contract management, and her ability to navigate complex public environments make her a standout candidate. She understands Nevada's public sector, values public service, and brings a people-centered, results-driven approach to everything she does.

I recommend Holly without reservation. Please feel free to contact me if I can provide further insight.

Sincerely,



Jill N. Atkinson, Chief Human Resources Officer  
[REDACTED]

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