

Creighton K.K. Liu



BUSINESS EXPERIENCE

Director, Strategic Planning
Hawaiian Electric Industries

10/12 to Present
Honolulu, Hawaii

Facilitate holding company's annual strategic plan development process that encompasses enterprise-wide three-company integration. In coordination with holding company's executive team, prepare HEI strategic plan materials for annual Board of Director's retreat. Manage relationship with key innovation company for all three companies (HEI, Hawaiian Electric Company, American Savings Bank).

Manager, Health Care Strategy and Analysis
Hawaii Medical Service Association

12/07 to 10/12
Honolulu, Hawaii

Lead and participate in the development and implementation of strategic plans in the Health Services division. Initiatives and activities include:

- Corporate Best Quality Aspiration. Developed a multi-year plan to achieve inclusion in the top 10% of health plans in the nation.
- Island of Hawaii Medical Van. In partnership with Kona Community Hospital, led HMSA team in the development and successful implementation of a technologically-advanced mobile medical van that serves the rural populations of the Big Island.
- Performance Management Dashboard. Developed and implemented a performance management dashboard that has become a corporate standard.

Director of Strategic Planning and Projects
Kaiser Permanente Hawaii

8/98 to 8/07
Honolulu, Hawaii

Under the general direction of the President of Kaiser Foundation Health Plan and the President of Hawaii Permanente Medical Group, was responsible for administration of the Region's strategic planning process, including development of its annual strategic business plan and consolidation of its quarterly performance report that was sent to Kaiser Permanente national leadership. Other responsibilities included management consulting, market research, quantitative analysis,

membership forecasting, oversight of Region-wide projects, and management of the Strategic Planning department. Member of Region's Senior Leadership Team.

EDUCATION/TRAINING

- Bachelor of Business Administration, Marketing
University of Hawaii Honolulu, Hawaii
- Master of Business Administration, Executive Program
University of Hawaii Honolulu, Hawaii
- Kaiser Permanente Executive Leadership Program
University of North Carolina Chapel Hill, North Carolina
- Six Sigma, Green Belt Certification
- HMSA Preceptor Program, Selected participant

CURRENT and PAST PROFESSIONAL AFFILIATIONS

- State Health Planning and Development Agency (Current)
 - Plan Development Committee, Chair
 - Certificate of Need Review Panel, Member
- Hospice Hawaii, Board of Directors (Current)
 - Immediate Past Chair
 - Facilitator, Business Development Work Team
- Legislative Patient Advocacy Taskforce, Selected Member
- Beta Gamma Sigma Honor Society, (Current)
- Academy of the Pacific, Board of Trustees (Past)
 - Chair, Long-range Planning Committee