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## Make-A-Wish Ohio, Kentucky & Indiana Announces New Vice Presidents for Advancement and Marketing

**Indiana and Ohio - April 10, 2026 - Make-A-Wish® Ohio, Kentucky & Indiana (OKI)** announces the addition of two leaders to its senior leadership team: Leslie Hurst as vice president of advancement and Chris Holtman as vice president of marketing and community engagement. These strategic hires strengthen the organization's ability to deliver life-changing wishes to children across the region.

Hurst joins Make-A-Wish OKI as vice president of advancement, based in the central Indiana office. A nonprofit leader and community advocate, she brings more than two decades of experience in philanthropy, communications, operations and strategic development. She will lead the organization's advancement strategy, including fundraising, donor engagement and strategic partnerships, with a focus on expanding the reach and impact of the mission.

Before joining Make-A-Wish OKI, Hurst spent 23 years with Scouting America in central Indiana, where she led record-breaking fundraising campaigns, secured multimillion-dollar grants and produced high-profile events such as the Governor's Luncheon for Scouting at Lucas Oil Stadium and the 2023 Crossroads Air Show. Known for her leadership and relationship-building, Hurst has partnered with corporate leaders, health care systems and community organizations to drive growth and impact.

Holtman joins the organization as vice president of marketing and community engagement, based in the southern Ohio office. A relationship-driven leader, he brings experience in marketing, communications, community engagement and fundraising. In this role, he oversees the organization's marketing and communications strategy, storytelling and community engagement efforts across the chapter's tri-state footprint, with a focus on elevating awareness, deepening community connections and building partnerships that advance the organization's mission.

Most recently, Holtman served as a major gift officer at United Way of Greater Cincinnati, where he partnered with donors to support community initiatives. He also held roles at Cincinnati Children's Hospital Medical Center, where he led engagement strategies for patient families and supported fundraising campaigns through strategic storytelling. Throughout his career, Holtman has built high-performing teams, led integrated marketing efforts and served as a media spokesperson.



“These leaders bring a powerful combination of experience, passion and vision to our organization,” said Juli Miller, president and CEO of Make-A-Wish Ohio, Kentucky & Indiana. “Through their leadership in advancement, marketing and community engagement efforts, Leslie and Chris will play a vital role in mobilizing resources, growing awareness and strengthening partnerships that help make more wishes possible. Each has a deep commitment to mission-driven work and will be critical in helping us reach more children and families with the transformative power of a wish.”

These additions round out the senior leadership team for Make-A-Wish OKI, positioning the organization for continued growth and impact. The full team includes Juli Miller, president and CEO; Caitlyn Haddenhorst, vice president of mission delivery; Keri Haibach, vice president of major gifts; Chris Holtman, vice president of marketing and community engagement; Leslie Hurst, vice president of advancement; Wendy Marroni, vice president of administration; and Dave Pontious, vice president of donor care.

Together, this team brings a wide range of expertise and a shared commitment to delivering hope, strength, and joy to children facing critical illnesses.

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#### [About Make-A-Wish® Ohio, Kentucky and Indiana](#)

Make-A-Wish® OKI creates life-changing wishes for children with critical illnesses. Founded in 1983, we have granted more than 22,000 wishes, and in fiscal year 2025, made 1,052 wishes come true. Make-A-Wish is more than wish granting, it's a global movement of transforming lives through hope, and wishes need YOU. To learn more about how you can donate, volunteer, and share our mission, visit: [oki.wish.org](http://oki.wish.org) and follow us on social media @makeawishohkyin.