



Retirement of Holly Crawford, EVP for Business Affairs

October 6, 2025

To the UT Southwestern Community:

I am writing to announce that **Holly Crawford, M.B.A., Executive Vice President for Business Affairs**, who has served as a trusted adviser, a key member of the executive leadership team, and a thoughtful steward of UT Southwestern's mission since 2021, has informed me of her intention to retire on June 1, 2026.

Since arriving at UT Southwestern, Holly has focused on strengthening the operational foundation of UT Southwestern while building trusted partnerships. Her leadership has helped guide our institution through a period of significant growth and transformation. Among her many contributions, she championed the launch of Your Time Away, a comprehensive redesign of our time-off and leave programs that reflects our commitment to employee well-being and work-life balance. She also played a key role in establishing the Pinnacle Awards, UT Southwestern's first institution-wide employee recognition program, which specifically celebrates the extraordinary contributions of our staff.

Holly has also led efforts to strengthen UTSW's long-term sustainability, including overseeing the Environmental Assessment and Sustainability Initiatives Work Group that has developed strategies to mitigate environmental impact, encompassing energy and water conservation, solid waste reduction, and climate resilience.

Holly has recently assumed overall institutional leadership of UT Southwestern's digital accessibility initiative to address new federal requirements taking effect in 2026. This vital work will ensure that our websites, mobile applications, and electronic documents are accessible to all members of our own community as well as all external stakeholders, including individuals with disabilities and impairments.

Perhaps most importantly, Holly has also been instrumental in recruiting several senior leaders who continue to shape the future of our institution, including Jeremy Falke, M.B.A., as Vice President and Chief Human Resources Officer; Tony Lakin as Vice President and Chief Information Security Officer; and Matthew Rosamond, M.B.A., as Vice President and Chief Financial Officer.

A strong advocate for mentorship, Holly has been a visible champion for women in executive roles and a valued mentor to many. Prior to joining UT Southwestern, Holly spent more than two decades at the University of Rochester, where, among her many roles, she served as Senior Vice President for Administration and Finance, Chief Financial Officer, and Treasurer.

To support a smooth transition, a national search for Holly's successor will launch this fall. At my request, Marc Nivet, Ed.D., M.B.A., Executive Vice President for Institutional Advancement, has agreed to chair the search committee. We anticipate identifying a new leader in time to allow for a transition period prior to Holly's retirement, ensuring continuity in the momentum of our campus.

Please join me in expressing our sincere appreciation to Holly for her outstanding service and leadership. We look forward to celebrating her many contributions in the months ahead.

Daniel K. Podolsky, M.D.
President
UT Southwestern Medical Center