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The American Society of Breast Surgeons Announces New Executive Director

Erica Holland

Columbia, MD, September 29, 2021 — The American Society of Breast Surgeons (ASBrS) has named Erica Holland as its new executive director effective October 4, 2021.

“Following an extensive search, the ASBrS board of directors is pleased to select Holland for this position,” said Julie Margenthaler, MD, President. “Over the course of her career, she has developed a strong track record in association management, strategic planning and operations. Her experience, passion and vision will enable her to successfully lead ASBrS into the future.”

Holland has nearly two decades of experience in non-profit association management. She joins ASBrS from the Society of Interventional Radiology, where she served as the Assistant Executive Director since 2002. She has successfully led the development and implementation of innovative programs and services designed to advance the organization’s goals and influence.

In her new role with ASBrS, Holland will lead day-to-day operations and oversee strategic planning to guide the Society in the pursuit of its mission to continually improve the practice of breast surgery. “I’m excited to join the ASBrS team at this transformational time in its history, said Ms. Holland. “I look forward to working with the ASBrS board, staff, members and key stakeholders to advance the practice of breast surgery and advocate for access to quality care for all breast disease patients.”

ASBrS, the primary leadership organization for surgeons who treat patients with breast cancer and benign breast conditions, is committed to continually improving the practice of breast surgery by serving as an advocate for those who seek excellence in the care of breast patients. Founded in 1995, the Society has more than 3,200 members throughout the United States and over 50 countries around the world. To learn more about ASBrS, its mission, and membership, visit breastsurgeons.org or follow [@ASBrS](https://twitter.com/ASBrS) on Twitter.