

Mindy Holman Biography



Chairman, Holman Enterprises

Melinda “Mindy” Holman represents the third generation of Holman leadership at this family-owned and operated global automotive company. As chairman, she presides over Holman’s six lines of business: a U.S. dealership group with 35 retail franchises and 18 brands; a retail finance company; a commercial and consumer insurance services company; a national multi-brand powertrain parts distributor; a North American truck up-fitting business; and ARI, a global fleet leasing and management company.

In all that she does, Mindy embodies and upholds the values of the company. The Holman organization is especially committed to supporting community organizations both financially and through personal involvement. In this way also, Mindy leads by example. Her current board affiliations include the United Way of Greater Philadelphia and South Jersey, Moorestown Friends School, and Urban Promise International, where she serves at Chair.

Mindy is married to Frank Beideman, Executive Vice President and Chief Development Officer for the Holman organization. They have two sons together – Brad, 26, and Joe, 23. Mindy also has two brothers – Jeff, a high school guidance counselor and tennis coach, and Steve, who joined the family business in 2014 as Director, Community Affairs.

Mindy grew up in Haddonfield and was a member of its First Presbyterian Church. She attended The College of William and Mary, class of '83, where she double majored in Psychology and Physical Education, She stayed in Virginia for three years after college, working as an elementary school physical education teacher and tennis coach; she also earned her a Master’s degree in Education from Old Dominion University during this time. In 1986, she moved back to NJ to “try out” the family business. She and Frank were married in 1992 and they joined FPC Moorestown shortly after moving to their current home on Kendles Run Road in 1994. In the summer, her favorite place to be is at their home in Ocean City, N.J. (As a recent empty-nester, she’s happy that the shore house continues to be a draw for her sons!) Aside from her nonprofit work, Mindy likes to use her spare time to work out and to relax with friends and family.