

Creighton K.K. Liu

Spire Hawaii LLP



Professional History

- Spire Hawaii LLP
Director (2023-Present)
- Queen's Healthcare Systems
Manager (2021-2023)
- Hawaiian Electric Industries
Manager (2012-2021)
- Hawaii Medical Service
Association
Manager (2007-2012)
- Kaiser Permanente Hawaii
Director (1998-2007)

Education

- University of Hawai'i, BBA –
Marketing
- University of Hawai'i, MBA –
Executive Program

Licenses and Certifications

- Six Sigma, Green Belt
Certification
- Project Management
Certification

Professional Memberships

- Navian Hawaii (formerly
Hospice Hawaii) – Advisory
Board Member
- Entrepreneurs Foundation of
Hawai'i – Board Chair
- Legacy of Life – Executive
Committee
- University of Hawai'i Pacific
Asian Center for
Entrepreneurship –
Professional-in-Residence

Creighton Liu has over 30 years of corporate-level strategy, business planning, and strategic implementation experience. Over this tenure, he experienced several market transformations and challenging economic conditions. His expertise and experience spans across the health care, energy, and nonprofit industry sectors; including strategic planning and analysis for large corporations in Hawaii.

He is active in the community serving as board chair for an organ procurement organization, recent past chair of a hospice organization, board chair for the Entrepreneurs Foundation of Hawaii, and a member of the Hawaii Chamber of Northern California. He also advises Hawaii-based startups and entrepreneurs as a Virtual Professional-In-Residence for the University of Hawaii PACE program. Creighton received his Bachelor of Business Administration and Executive MBA from the University of Hawaii at Manoa.

With over 30 years of experience in Hawai'i, Creighton has worked across various fields, performing the following:

- Comprehensive strategic planning and execution for nonprofit organizations and for both private and publicly-traded corporations
- Regional healthcare strategic planning, performance reporting (national executive committee, facilitation of company-wide planning sessions, and project management of priority initiatives.
- Curated and executed strategic plans achieving significant revenue performance improvement. Recognized as a corporate-wide best practice.
- Experienced in Environmental, Social, and Governance reporting and data gathering.
- Managed \$50.5MM photovoltaic + battery storage installation across five university campuses. Responsible for bid submission, contract compliance, implementation workflows and transactional processes, and managing relationships with vendors and customers.
- Successful development of a company-wide transformational initiative. Responsibilities included multi-year financial evaluation, market analysis, strategy implementation, and board presentations.