Carley Hoelzel

Associate Executive Director
Wellness Alliance
Racine, Wisconsin

Carley Hoelzel serves as Associate Executive Director of the Wellness Alliance, an affiliate of the International Foundation of Employee Benefit Plans, where she provides strategic and operational leadership across membership, education, professional development, and organizational initiatives.

Carley brings more than a decade of experience leading nonprofit organizations and initiatives focused on improving health and well-being. Prior to joining the Wellness Alliance, she served as Executive Director of the Wellness Council of Wisconsin (WCWI), where she led organizational operations, strategic initiatives, partnerships, and statewide efforts to advance workplace well-being. She also guided WCWI through its organizational transition and integration into the Wellness Alliance, helping align its programs, relationships, and legacy with a broader national organization.

Earlier in her career, Carley held leadership positions with the YMCA of Metropolitan Milwaukee and YMCA of Greater Waukesha County, contributing to association-wide strategy, financial planning, and organizational development while overseeing community health initiatives, evidence-based programs, and multidisciplinary teams. She also served as a national trainer for YMCA of the USA, supporting associations in building capacity and sustaining community-based health programs.

Carley holds a Bachelor of Science degree in Kinesiology from the University of Wisconsin–Milwaukee. Her work reflects a commitment to strengthening organizations, developing leaders, and advancing sustainable approaches to health and well-being that benefit individuals, workplaces, and communities.