



Bio for Marketing

Comprehensive Speaker & Leadership Bio

Jessica Munoz, MSN, APRN-RX, FNP-BC, is the Founder of Ho'ōla Nā Pua and a nationally recognized leader in the fight against child sex trafficking and exploitation. A nurse practitioner, healthcare executive, entrepreneur, and keynote speaker, Jessica has spent nearly two decades building one of the most comprehensive survivor-centered continuums of care in the country combining prevention, intervention, advocacy, residential treatment, and long-term healing support for vulnerable youth.

Driven by her background in emergency and trauma healthcare, Jessica began recognizing patterns of exploitation and abuse that were too often missed or misunderstood within traditional systems. What started as a calling to raise awareness evolved into a statewide movement and nationally recognized model of care focused on healing the whole child — not simply rescuing them from crisis.

Under her leadership, Ho'ōla Nā Pua opened The Bromley Family Pearl Haven Campus in 2021 Hawai'i's first specialized residential treatment campus for young survivors of sex trafficking and exploitation. Situated on a 13-acre campus in rural Oahu, Pearl Haven has become one of the only programs of its kind in the nation, integrating evidence-based clinical treatment, education, cultural connection, experiential therapies, health and wellness, mentorship, and long-term relational support. Since opening, Pearl Haven has served many youth while Ho'ōla Nā Pua's broader community-based prevention, mentoring, resiliency, and education programs continue reaching thousands of youth and families annually across Hawai'i.

Jessica has led the organization through significant growth and complexity helping raise more than \$35 million to support programming, operations, and multi-phase capital development initiatives while overseeing the creation of a nationally respected treatment model. She has cultivated partnerships across healthcare, education, law enforcement,



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government, philanthropy, faith communities, and the private sector to strengthen Hawai'i's coordinated response to exploitation and trauma.

Her leadership and advocacy have received both local and national recognition. Jessica has been honored as a Woman of Distinction by Modern Luxury Hawai'i, named Healthcare Leader of the Year and Non-Profit Leader of the Year by Pacific Edge Magazine, and recognized among Hawai'i's influential business and community leaders. Ho'ōla Nā Pua has also received national recognition for innovation in anti-trafficking prevention and survivor care.

As a speaker, Jessica is known for her authenticity, resilience, and ability to connect complex social issues with deeply human stories of healing, leadership, systems change, and hope. Her talks often focus on resilient leadership, trauma-informed care, sustainable impact, organizational growth under pressure, faith and purpose, and the realities of building mission-driven work in high-stakes environments.

Beyond her professional work, Jessica is passionate about wellness, resilience, physical fitness, longevity, and sustainable leadership. She believes healing and resilience are built not only through endurance, but through intentional recovery, meaningful connection, and learning how to rebuild after adversity. She often speaks openly about leadership as an ongoing personal journey one that requires courage, humility, reflection, and continual growth.

At the center of Jessica's work is a simple but unwavering belief: every child deserves safety, dignity, healing, and the opportunity to reclaim their future.