

JESSICA

R. MUÑOZ

MSN, APRN-RX, FNP-BC

The Cost of a Calling Leadership When the Stakes Are Human

Keynote Speaker | Entrepreneur | Founder | Healthcare Executive

Helping leaders navigate pressure, sustain purpose, and
build what doesn't yet exist for lasting impact.

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*Real-world leadership lessons from building a nationally recognized
system of care under complexity, uncertainty, and consequence.*





WHY JESSICA NOW?

Leadership that endures

Today's leaders are asked to make high-stakes decisions in environments defined by uncertainty, rapid change, and increasing human complexity. The pressure is real — and often invisible. Jessica R. Muñoz speaks to leaders who carry responsibility others may never fully see.

As an entrepreneur and founder, Jessica has led the creation of multi-million-dollar initiatives, developed a nationally recognized therapeutic campus for children from concept to operation, and built cross-sector partnerships spanning healthcare, government, education, and philanthropy.

Her keynotes translate lived executive leadership into practical insight leaders can immediately apply:

- Sustaining clarity and purpose under sustained pressure
- Leading organizations through uncertainty and complexity
- Building teams and systems designed for lasting impact
- Making decisions when the stakes are human — not theoretical
- Leading multidisciplinary teams through uncertainty
- Scaling mission-driven initiatives into operational reality
- Making decisions where people — not metrics alone — were at stake

Audiences leave both inspired and equipped — with frameworks grounded in real leadership experience, not theory.



ABOUT JESSICA

Jessica R. Muñoz is an entrepreneur, healthcare executive, and nationally recognized systems builder known for creating innovative models that address complex human challenges at scale.

Beginning her career as a pediatric oncology and intensive care nurse, Jessica later advanced into leadership as a board-certified nurse practitioner in emergency and trauma medicine. Through this work, she witnessed firsthand the systemic gaps facing vulnerable youth.

Rather than working within existing limitations, she led the development of new solutions—founding Ho’ōla Nā Pua and building Pearl Haven, a nationally recognized therapeutic treatment campus designed to provide integrated, trauma-informed care.

Under her leadership, the organization has grown into a cross-sector model uniting healthcare, education, law enforcement, corporations, businesses, and community partners to deliver measurable impact and long-term outcomes.



ABOUT JESSICA

Jessica's leadership journey—building what did not previously exist while navigating uncertainty, resource constraints, and public responsibility—now informs her keynote speaking.

She equips leaders across corporate, healthcare, nonprofit, and government sectors with insight into:

- Leading without a roadmap
- Scaling vision into operational reality
- Sustaining purpose amid burnout and complexity

Jessica brings rare credibility: she has built systems where none existed, led through uncertainty, and sustained impact at scale.

She speaks not from theory, but from lived executive responsibility.



LEADERSHIP IMPACT AT SCALE

Building Systems. Leading People. Creating Lasting Change.

Jessica R. Muñoz brings leadership insight shaped not by theory, but by building complex systems designed to serve real human needs at scale.

Her experience spans organizational design, capital development, cross-sector collaboration, and sustained leadership through uncertainty translating vision into measurable impact.

Organizational Growth & Development

- **\$30M+** raised to advance mission-driven initiatives and infrastructure
- **13-acre therapeutic treatment campus** developed from concept to full operation
- **Multi-phase capital projects** led from vision through execution
- **Sustainable operational systems** designed for long-term scalability



LEADERSHIP IMPACT AT SCALE

- Led the creation of a first-of-its-kind treatment campus in Hawai'i, navigating complex cultural, community, and regulatory dynamics where many believed nationally and locally that the initiative could not be achieved.

Team & Culture Leadership

- Board design, recruitment, and governance evolution supporting organizational growth
- 60+ multidisciplinary staff recruited, built, and led
- Leadership structures developed to support organizational scaling and succession
- Built an integrated culture balancing performance, purpose, and staff wellbeing
- Designed and operationalized multidisciplinary teams across clinical, programmatic, and operational functions

Cross-Sector Systems Built

Strategic partnerships established across:

- Healthcare systems
- Education institutions
- Law enforcement agencies
- Government leadership



LEADERSHIP IMPACT AT SCALE

- Philanthropic and corporate partners

Resulting in **coordinated, multi-sector responses to complex societal challenges.**

Reach & Influence

- **100,000+ individuals impacted** through prevention and care initiatives
- **20,000+ students educated** through prevention programming
- **15,000+ professionals trained** across healthcare, education, and law enforcement sectors
- **9M+ media reach** amplifying awareness and leadership insights nationally

Leadership lessons forged through responsibility, complexity, and real-world consequence.

OUTCOMES FOR ORGANIZATIONS

- clearer decision-making
- aligned leadership teams
- sustainable performance
- culture resilience



CORE INSIGHT

Sustainable leadership is not about doing more — it's about leading differently.

FLAGSHIP KEYNOTE

THE COST OF A CALLING

Sustaining Purpose Without Losing Yourself

The Hidden Challenge of High-Responsibility Roles

High-performing leaders rarely fail from lack of capability — they struggle from sustained emotional and cognitive load. In this powerful keynote, Jessica reframes resilience not as endurance, but as intentional leadership design.

Audience Outcomes

- Recognize early indicators of leadership fatigue and decision erosion
- Sustain conviction without self-erasure
- Protect clarity and purpose across demanding seasons

IDEAL FOR

Senior leaders & emerging executives
Professional associations
Healthcare & education leaders
Mission-driven and corporate organizations alike



WHY THIS TALK RESONATES

Because leadership changes when outcomes affect real people — and Jessica teaches from leading in exactly those conditions.

FLAGSHIP KEYNOTE

RESILIENT LEADERSHIP UNDER PRESSURE

How Leaders Navigate When Stakes Are Human

The Reality Leaders Face Today

Modern leadership is defined by constant pressure, incomplete information, and decisions that carry real human consequences. Most leadership advice is built on theory. This keynote is built on lived executive responsibility.

Audience Outcomes

- Make clear decisions amid uncertainty and competing priorities
- Maintain strategic thinking under sustained pressure
- Lead teams through complexity without burnout contagion

IDEAL FOR

Executive leadership teams
Corporate conferences & leadership summits
Healthcare systems, Government & enterprise organizations
Executive retreats



CORE INSIGHT

*Vision creates momentum.
Execution creates legacy.*

FLAGSHIP KEYNOTE

BUILDING WHAT DOESN'T YET EXIST

From Vision to Execution Without a Playbook

The Leadership Challenge of Innovation

Every organization eventually faces moments where the roadmap disappears – expansion, transformation, innovation, or crisis. Most leaders are trained to manage systems. Few are prepared to build them.

Audience Outcomes

- Translate conviction into executable strategy
- Lead large-scale initiatives without precedent
- Align mission, infrastructure, and people during growth
- Navigate resistance and uncertainty during innovation

IDEAL FOR

Entrepreneurs & founders
Corporate innovation teams
Development & real estate leadership audiences
Strategy and leadership conferences



PACIFIC BUSINESS NEWS Select a City

LOCALLY OWNED AND OPERATED Small Business in Hawaii

Philanthropy & Nonprofits

Hoola Na Pua project propels forward



Jessica Muñoz, founder and president of Hoola Na Pua.
EUGENE TANNER | PBN

By Janis Magin – Editor-in-Chief, Pacific Business News
Aug 7, 2020

Jessica Muñoz, who has seen the problem of sex trafficking up close in her work as a nurse practitioner at Pali Momi Medical Center, has been working on the issue for more than a decade, the last six as founder and president of Hoola Na Pua.




HawaiiBusiness magazine

HOME MAGAZINE EVENTS LISTS & AWARDS ABOUT CONNECT WITH US

20 for the Next 20: Jessica Muñoz

PHOTO: KEVIN WONG/ISTOCK



JESSICA MUÑOZ
PRESIDENT AND FOUNDER, HOOLA NA PUA
NURSE PRACTITIONER, IS ACUTE CARE SOLUTIONS

Fifteen years ago, nursing brought Jessica Muñoz from California to Hawaii, where she planned to do a brief stint and plenty of surfing. But her work as a trauma nurse at Kapalama Medical Center for Women & Children convinced her to stay.

Muñoz says she saw signs of sex trafficking and exploitation among young patients, but little acknowledgment of the problem from colleagues. She refused to look away, instead launching a campaign to root out abuse and bring hope to victims.

Hawaii Business Survey Policies Unpopular
BY STEVE PERKINS
A pair of surveys show

POPULAR

1. Prescription Mismanagement
2. Hawaii's Cannabis Industry Development
3. 'Tanks of Fury' Restaurant Shares Tales of Survival
4. Hawaii's Economic Outlook
5. Hawaii Business Survey Policies Unpopular

TRUSTED VOICE & THOUGHT LEADERSHIP

Trusted Voice in Leadership, Resilience & Systems Change

Jessica R. Muñoz is a nationally recognized voice on leadership under pressure, organizational resilience, and human-centered systems innovation.

Her work and leadership insights have been featured across regional and national media platforms, highlighting her expertise at the intersection of leadership, healthcare, and social impact.

Featured Media & Platforms





TRUSTED VOICE & THOUGHT LEADERSHIP

Recognitions & Honors

- Honolulu Magazine Woman of Distinction
- Hawaii Business Magazine 20 for the next 20
- FAMES Hawai'i – Top 7 Influential Business & Community Leaders (2025)
- IAOTP Top Global Advocate of the year
- Pacific Edge Magazine – Healthcare Leader of the Year
- Nationally recognized nonprofit founder and systems innovator
- Pacific Business News 40 under 4

Trusted By Organizations Including

- Healthcare and education institutions
- Corporate and philanthropic partners
- Homeland Security Investigations
- National anti-trafficking and leadership initiatives
- Clapham Accelerator. Eagle Venture Fund. Justice U. Engage Together. Altus
- Omidyar Fellow

*A leadership voice shaped by experience —
and sought after for perspective.*

JESSICA
R. MUÑOZ





TESTIMONIALS

Startup Capital Ventures

"Jessica accomplished what many believed was not possible — translating vision into operational reality while building trust, securing resources, and delivering extraordinary results." Her leadership secured government partnerships, raised significant capital, and navigated complex regulatory environments to establish a first-of-its-kind treatment campus."

John Dean
Managing Partner, Startup Capital
Ventures

LY2NK Foundation / Elevate 2 Educate

"Jessica Muñoz exemplifies visionary leadership — combining strategic planning, entrepreneurship, and unwavering grit to create lasting systems-level change." Her work demonstrates how collaborative leadership and innovative thinking can transform complex global challenges into sustainable solutions."

Sir Darren Jacklin (ROC)
LY2NK Foundation & Elevate 2 Educate

Director / Producer, Hawaii Five-0

"Jessica's voice sparks meaningful conversations and expands awareness at scale. Her ability to connect with audiences makes complex issues accessible, compelling, and actionable." Her leadership and communication have influenced audiences far beyond traditional platforms."

Bryan Spicer
Director/Producer, Hawaii Five-0 &
Magnum P.I. (Ret.)

Homeland Security Investigations

"Jessica Muñoz is a catalyst for resilience and innovation. Her ability to lead through adversity and inspire others to think beyond perceived limits transforms organizations and the people within them." Jessica consistently demonstrated unwavering determination while building complex initiatives under pressure, motivating teams and partners to pursue outcomes many believed impossible."

John F. Tobon
Special Agent in Charge (Ret.)
Homeland Security Investigations

JESSICA
R. MUÑOZ

BRING JESSICA TO YOUR EVENT

Leadership conversations that extend far beyond the stage.

Jessica partners with companies and organizations to create meaningful keynote experiences that resonate with audiences and support lasting leadership impact.

Each engagement is collaborative, customized, and designed to align with your event's goals and audience needs.

ENGAGEMENT OPTIONS

- Keynote Presentations
- Podcasts
- Leadership Conferences & Summits
- Executive Retreats
- Strategic Conversations & Panels
- Leadership Workshops (select availability)
- Advisory & Leadership Strategy Sessions





THE ENGAGEMENT EXPERIENCE

Before the Event

- Pre-event strategy conversation
- Audience and organizational alignment
- Optional promotional collaboration

During the Event

- High-impact keynote delivery
- Authentic audience engagement
- Actionable leadership insights

After the Event

- Event debrief and follow-up connection
- Optional leadership resources or materials
- Continued partnership mindset



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Keynote Speaker | Entrepreneur | Founder

BOOKING & INQUIRIES



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Because leadership grows when experience, purpose, and perspective meet at the right moment.