



PEARL HAVEN
BROWLEY FAMILY PEARL HAVEN CAMPUS

Welcoming **Shelley Cramer**

Chief Executive Officer of
Ho' ōla Nā Pua



Dear Ho‘ōla Nā Pua ‘ohana,

I am writing today with deep gratitude and excitement to share an important leadership update for Ho‘ōla Nā Pua.

We are honored to welcome Shelley Cramer as Chief Executive Officer of Ho‘ōla Nā Pua.

Shelley brings more than three decades of executive leadership experience across operations, finance, marketing, merchandising, organizational growth, and nonprofit governance. Her career has included senior leadership roles with internationally recognized organizations such as Saks Global, Louis Vuitton, Cartier, and Max Mara. She has led flagship locations, regional operations, high-performing teams, and multimillion-dollar business units across Hawai‘i, California, Washington, and other key markets.

Most recently, Shelley served as Vice President and General Manager with Saks Global. During her time with the company, she helped establish and expand the Fifth Avenue Club personal-shopping experience from an emerging concept into a national business operating in more than 20 locations across the United States. This work required vision, disciplined execution, relationship-building, team development, and the ability to create sustainable systems across multiple markets.

Shelley also has deep roots in Hawai‘i and a longstanding commitment to community service and nonprofit leadership. She served Sacred Hearts Academy for nine years, including in the roles of Development Chair and Board Chair, and founded Girls Got Grit, an initiative created to encourage and empower young women. Her community and governance experience has also included service with Kapi‘olani Medical Center for Women & Children, the Hawai‘i Symphony Orchestra, and the Hawaiian Humane Society, where she served as Development Chair for six years.

She holds an MBA in Marketing and a bachelor’s degree in Finance and Marketing. Together, her professional and community experience brings a valuable combination of operational discipline, financial insight, strategic growth, philanthropy, governance, and relationship-building to Ho‘ōla Nā Pua.

Just as importantly, Shelley brings humility, heart, and a deep respect for the mission and the community that has built this organization. She is entering this role with a commitment to listen, learn, support our team, and understand the specialized needs of the youth and families we serve.

This is a meaningful and intentional step in the continued growth of our organization. Since founding Ho‘ōla Nā Pua in 2009, I have had the privilege of watching this mission grow from a vision placed on my heart into a statewide and nationally recognized continuum of care including Pearl Haven, Hawai‘i’s first specialized treatment campus for sexually exploited youth and one of only a few models of its kind in the nation.

As Ho‘ōla Nā Pua enters this next season, Shelley’s leadership will help strengthen the systems, team culture, accountability, and organizational infrastructure needed to carry this mission forward with excellence and sustainability.

I also want to personally reassure you: I am not stepping away from this mission.

My role is evolving in a way that allows me to continue serving where I believe I can bring the greatest value as Founder, advocate, strategic partner, and champion for the long-term vision of Ho‘ōla Nā Pua and Pearl Haven. I will remain actively engaged in major donor relationships, strategic partnerships, national visibility, Pearl Haven’s expansion, and the continued stewardship of the mission that so many of you have helped build.

Shelley will provide the day-to-day executive leadership needed to guide our team, strengthen our operations, and help execute our strategic, programmatic, and development priorities. I will continue helping to cultivate the relationships, vision, resources, and opportunities that will allow Ho‘ōla Nā Pua and Pearl Haven to grow their impact.

Shelley and I will work together, each bringing our experience and strengths to this next season. We are united in heart, purpose, and commitment to the youth, families, staff, donors, and community partners who make this work possible.

This is a moment of strengthening.

Ho‘ōla Nā Pua has never been built by one person alone. It has been built by a community of people who believe that every child deserves to be safe, seen, and free. You have been an important part of that story.

Because of your support, young lives have been changed. Because of your generosity, Pearl Haven exists. Because of your belief in this mission, Ho‘ōla Nā Pua is positioned to continue growing, deepening, and expanding its impact for years to come.

I am deeply grateful for the opportunity to continue walking alongside this mission and this community in a focused and strategic way. I am equally grateful to welcome Shelley into this leadership role as we build upon the foundation already established and prepare Ho‘ōla Nā Pua for the future.

Thank you for believing in this work, for standing with us, and for continuing to be a voice of hope for vulnerable and exploited youth.

With gratitude and hope,



A handwritten signature in black ink that reads "Jessica Muñoz".

Jessica Muñoz
MSN, APRN-
RX, FNP-BC
Founder
Ho‘ōla Nā Pua



A handwritten signature in black ink that reads "Shelley Cramer".

Shelley Cramer
Chief Executive Officer
Ho‘ōla Nā Pua