

Mitchel Craig Rothholz, R.Ph., MBA
Chief Strategy Officer
American Pharmacists Association (APhA)

In his capacity as Chief Strategy Officer at APhA, Mr. Rothholz is responsible for the development and coordination of the organization's strategic plan, governance and policy development activities, and public health initiative.

Mr. Rothholz has served in numerous roles as an APhA staff member since 1994. He also serves as Secretary for the Joint Commission of Pharmacy Practitioners, a collaborative forum of 13 national pharmacist organizations. He was the Executive Director of the Alabama Pharmacy Association (1989-1994) and worked in numerous roles for the Florida Pharmacy Association (1984-1989). He has practical experience in community (both chain and independent) pharmacy, nursing home, hospital, and managed care practice settings. He is a nationally recognized expert on Pharmacy-Based Immunization Delivery, and he serves as a national faculty member for APhA's Certificate Training Program.

Mr. Rothholz currently serves on the Leadership Steering Committee of the National Adult and Influenza Immunization Summit (NAIIS), the Advisory Board of the Immunization Action Coalition, and HHS - NVAC Working Groups. He is a member of the American College of Physicians (ACP) Advisory Board for Patient Partnership in Healthcare and is a board member of the Unity Coalition (Adolescent Health Coalition), a Subject Matter Expert for the American Medical Group Association (AMGA) Immunization Collaborative, and a board member of the National Down Syndrome Congress (NDSC). He is a former member of the HHS National Vaccine Advisory Committee (NVAC), having served from September 2012 thru February 2017.

Mr. Rothholz is a participant on several immunization stakeholder task forces, and he has been involved in numerous immunization grant and cooperative agreements. He has assisted numerous pharmacists in implementing immunization and other patient care services. In 2014, he received an Immunization Champion Award from the National Adult and Influenza Immunization Summit. He has worked on projects involving collaboration between pharmacists, physicians and other healthcare professionals leading to improved patient care outcomes. He has spent the last 21 years working with other immunization stakeholders on the creation and implementation of immunization neighborhoods.

He is a 1984 graduate of the University of Florida, College of Pharmacy, and earned a Masters in Business Administration, Healthcare Management, from Regis University in 2005.