

Michele Stickel

**Director of Membership, Marketing & Communications
National Association of Pediatric Nurse Practitioners**

Michele Stickel serves as the Director of Membership, Marketing & Communications for the National Association of Pediatric Nurse Practitioners, known to many in the health care community as NAPNAP, the first national nurse practitioner society in the country.

Since joining NAPNAP in 2012, Michele has contributed to multiple areas of the organization, including governance and operations. In her current role, she partners with the NAPNAP team to drive strategies that elevate awareness of the nurse practitioner role and the unique needs of pediatric health care. She works to position NAPNAP and its members as thought leaders, strengthen member recruitment and engagement, promote the association's premier continuing education, clinician tools, and patient resources, and advance advocacy efforts to improve child health and support advanced practice nursing. She also cultivates and manages relationships with government and private-sector funders.

Michele leads NAPNAP's MarComm team, leveraging limited resources to identify and apply emerging marketing and communications trends that expand the organization's reach and deepen engagement. Through strategic use of digital and targeted marketing, her team consistently delivers results that exceed industry benchmarks.