

Erin Streeter

SENIOR VICE PRESIDENT, NATIONAL ASSOCIATION OF MANUFACTURERS



Erin Streeter is the senior vice president for communications at the National Association of Manufacturers (NAM), the nation's largest industrial trade association. She is responsible for media strategy and communications to promote the NAM's policy agenda.

With more than 10 years of media experience, Ms. Streeter understands the power of storytelling when communicating with the public and policymakers. She brings a wide range of unique insights, from serving in senior-level positions at a national security agency to working for one of the largest human service organizations in the country and working as a television reporter.

Prior to joining the NAM, Ms. Streeter served in the Office of Public Affairs at the Department of Homeland Security (DHS). She was responsible for overseeing the Ready Campaign, the Department's primary outreach effort to enhance America's emergency preparedness. She dramatically increased the presence of this social media

campaign through public service announcements, developing partnerships with government and industry, aggressive outreach, countless public appearances and an extensive web strategy, which included new social media tools to reach everyday Americans.

Previously, Ms. Streeter was responsible for the communications for cybersecurity, infrastructure protection, chemical security and the Homeland Security Terrorism grant program. Managing press strategies on these high-level national security issues required a disciplined approach in both crisis and strategic communications and demanded working closely with a range of senior officials at the Department. During her time at DHS, she appeared in numerous media outlets, including CBS News, NPR, ABC Radio, as well as many of the top 20 markets.

Earlier in her career, she served as the director of media relations for the YMCA of the USA, one of the largest community-based organizations in the country, where she gained hands-on grassroots experience. Ms. Streeter worked closely with YMCA offices nationwide to implement media and government relations strategies. She was also a senior member of the organization's team that developed a number of nationwide media campaigns.

Ms. Streeter started her career in public policy as the deputy press secretary to U.S. Senator Arlen Specter (D-PA). As a senior member of his communications team, she managed the Senator's numerous press appearances in national outlets and in Pennsylvania.

In addition, she has worked as a television anchor, reporter, producer and writer for various news outlets in Washington, D.C., Kansas and Missouri.

Ms. Streeter received a bachelor's degree in journalism from the University of Kansas and is a volunteer for various organizations in her community.