

Heather Strickland

Communications and Development
Director of NC Partnership for Children



Heather Strickland is the communications and development director for the North Carolina Partnership for Children (NCPC), the organization that leads the Smart Start network across the state. In this role, she has led a network-wide rebranding effort, and created and implemented fund development strategies for the organization.

Prior to joining NCPC in 2013, Strickland was the director of communications for the NC Department of State Treasurer where she oversaw all communications, branding and marketing strategies for the agency, including the North Carolina Retirement Systems, the State Health Plan, and the Local Government Commission. Strickland also served as the marketing director for Carolina Ballet, one of the largest performing arts organizations in the state.

She also currently serves as vice president of the board of director for Raleigh Little Theatre and has over 15 years of extensive experience and success in developing branding and communications strategies for nonprofit and public service organizations.