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Jennifer Matarangas-King Departs Viya After Decades in Virgin Islands Telecommunications

After a career spanning Innovative and Viya, Jennifer Matarangas-King has confirmed her exit from the communications company. Her exit marks the end of a decades-long tenure during which she played a key role in the industry's transformation.

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Jennifer Matarangas-King. By. GOVERNMENT HOUSE

Jennifer Matarangas-King, Viya's vice president of public relations and governmental affairs, is no longer at the communications company, the Consortium can confirm.

People with knowledge of the matter first shared the information with the Consortium, and it was subsequently confirmed to the publication by Mrs. Matarangas-King herself, simply responding with a "yes," confirming her departure.

A Career Rooted in Communications and Public Service

Matarangas-King's career in the U.S. Virgin Islands has been defined by her extensive experience in public relations and governmental affairs. She began her professional journey in public affairs within the Virgin Islands Legislature, where she honed her skills in stakeholder engagement and legislative communications.

Transition into Telecommunications

In the mid-2000s, she joined Innovative Communication Corporation (ICC). By 2005, she had ascended to the position of President and General Manager of Innovative Cable TV, overseeing operations across St. Croix, St. Thomas, St. John, and the British Virgin Islands. Under her leadership, the company expanded its service offerings, including the introduction of MTV's Caribbean channel, Tempo, which catered to local cultural programming. Her role at ICC also extended to overseeing subsidiaries such as Innovative PowerNet and Innovative Business Systems.

Leadership in Public Relations and Governmental Affairs

In 2010, Matarangas-King was named Vice President of Public Relations and Governmental Affairs for all Innovative companies. In this capacity, she became the firm's chief spokesperson, managing media relations and customer communications while liaising with government agencies. She played a key role in reshaping the company's public image following its emergence from bankruptcy.

Her ability to engage with both the public and policymakers helped Innovative maintain strong governmental relations, and she often represented the company at legislative hearings, advocating for infrastructure improvements and expanded services.

The Viya Transition and Rebrand

In 2016, ICC underwent a major transition when it was [acquired by Atlantic Tele-Network International](#) (ATN) and merged with Choice Communications. The [rebrand to Viya in 2017](#) marked a new era for the company, and Matarangas-King played a central role in shaping the transition's messaging.

Departure from Viya

After years of service, Matarangas-King's departure from Viya marks the end of an era in the Virgin Islands' telecommunications sector. While she has not publicly disclosed the reasons for her departure or her future plans, her impact on the industry and community remains significant.

Her exit hints at notable change within Viya's leadership, and it remains to be seen how the company will navigate its public relations and governmental affairs moving forward. Regardless, Matarangas-King's legacy as a leader in the communications field in the U.S. Virgin Islands is well-established, having played a key role in bridging corporate and government interests in the

telecommunications sector.

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