

The Virgin Islands Consortium

Mapp Hires New Communications Director

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ST. CROIX -- Four months [after the appointment of Nicole Bollentini](#) as communications director, the Mapp administration has once more reshuffled its P.R. office, announcing on Tuesday Cherie Munchez as the new director of communications for the Office of the Governor.

The administration says the appointment of Ms. Munchez is part of a larger restructuring effort in the communications division, which sees Ms. Bollentini being named director of new media and strategic communication for the administration. Both appointments were effective May 16, 2016.

Ms. Munchez, a longtime resident of the Virgin Islands, was raised on St. Croix and is the daughter of Ralph and Nancy Munchez, according to the release. Most recently Ms. Munchez resided in Florida, where she founded a marketing firm dedicated to branding, public relations and digital marketing. Ms. Munchez is an accomplished strategist having served clients in the behavioral health, retail, legal, medical and political arenas.

Ms. Munchez earliest work experience began in St. Croix at Pan American Airlines where she began as the lead operations officer and was promoted to station supervisor. After the death of her mother, she operated Continental Movers and established The Brass Key Home Store. Hired by a N.Y. firm, she then had the unique opportunity to travel Europe and the U.S. to establish a start up interior design concept for one of the leading private real estate companies in the United States.

She attended St. Peters, St. Croix Country Day School, St. Croix Central High and continued her education at Union College, New Jersey and University of the Virgin Islands. Ms. Munchez will manage media relations for Governor Kenneth Mapp.