

The Virgin Islands Consortium

Cherie Munchez, Mapp's Communications Director For Less Than One Year, Relieved Of Duties

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ST. THOMAS -- Governor Kenneth Mapp has relieved Cherie Munchez of her duties, his communications director for less than one year, Deputy Communications Director Samuel Topp confirmed to The Consortium this afternoon.

Asked why Ms. Munchez -- [who took up the role as communications director on May 16, 2016](#) -- was no longer working for the government, Mr. Topp said, "Sir, the governor has full discretion with his staff you know, and he has reorganized the communications office and that reorganization does not include her in the new structure."

"I am now the one to whom your media inquiries, previously directed to her, should now be directed to," he added.

Attempts to reach Ms. Munchez for comment were unsuccessful.

During the announcement of her appointment as communications director, Government House said the move was part of a larger restructuring effort in the communications division, with Nicole Bollentini, who held the communications director job prior to Ms. Munchez, 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. Government House had described her as an accomplished strategist having served clients in the behavioral health, retail, legal, medical and political arenas.

Ms. Munchez's 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.