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**MONARCH WELCOMES EMMY AWARD WINNING JOURNALIST AND
MULTI-CULTURAL MARKETING AND BRANDING PROFESSIONAL**

Giselle Fernandez joins Monarch as a Senior Advisor

LOS ANGELES — October 1, 2017 — Monarch Global Strategies LLC (MGS) is pleased to announce that Giselle Fernandez, a five-time Emmy Award winning journalist, has joined the firm as a Senior Advisor in the Los Angeles office. Fernandez will be advising clients on strategic communications, brand development and management, capital formation, and marketing strategies, with an emphasis in multicultural markets.

Prior to joining Monarch, Fernandez was the Managing Director of Creative World Management, a principle investment firm specializing in growth capital and buyout investments. In this capacity, she oversaw all Mexico-U.S. branding efforts and advised companies looking to do business in both countries.

“Giselle brings a wealth of relationships and experience that will enhance our client work as we help bring Mexican firms into the U.S. and help U.S. companies conduct business in Mexico,” said Michael C. Camuñez, CEO and President of Monarch. “She adds valuable multi-cultural communications acumen to our team, and we’re excited to have her on board.”

Fernandez is best known for her previous journalism and broadcasting roles, including time as the weekend host of *The Today Show* on NBC and as the first Latina anchor of the Sunday edition of *NBC Nightly News*. She has also been recognized for her on-the-ground coverage of international news stories included the Gulf War, the U.S. invasions of Haiti and Panama, the Somalia and Bosnian Wars, Hurricane Andrew, and the 1993 World Trade Center and 1995 Oklahoma City bombings. Fernandez has also garnered attention for her interviews with high-profile political figures, including Fidel Castro, Henry Kissinger, and former Presidents William J. Clinton and George H.W. Bush, among others.

Born in Mexico City and raised in Southern California, Fernandez graduated from Sacramento State University with a B.A. in Journalism and Government.

About Monarch Global Strategies

Monarch Global Strategies LLC (MGS) is a strategic consulting firm providing senior corporate executives with specialized intelligence, advice and stakeholder engagement support to drive market entry and business expansion efforts in Mexico and other major Latin American markets. More information can be found at www.monarch-global.com.