

EON The Stakeholder Relations Firm CEO Announces New President

By EON



Manila, Philippines (03 January 2012) – Junie Del Mundo, CEO of EON The Stakeholder Relations Firm, announces the decision of the Board of Directors to appoint Ms. Leana Farrales-Carmona as the new company President and COO effective February 2012.

Del Mundo said Carmona will lead the company to next level growth by solidifying EON's pioneering position in the Philippine PR industry and elevating the company's role as a strategic business communication consultant to its clients and partners.

"Leana's appointment is a testament of our commitment to professionalism and excellence as we formally entrust the operations of the company to a professional team who will ensure that our services are at par with international standards and industry best practices."

For her part, Carmona explained that EON is constantly evolving to be ahead in providing clients with the correct direction on how they can achieve their business goals in the Philippines while building good relationships with stakeholders in the process.

"Clients are now facing complex challenges in the changing landscape of communications, and for this, we provide simple yet powerful solutions that go beyond the traditional PR," said Carmona. "We have been building our expertise on Public Affairs and Government Relations, Digital Platforms, and Employer Branding – three key elements that allow businesses to have a strong positive impact both on the business and on the people that surround it."

Carmona joined EON as Senior Vice President in 2009 bringing with her over 15 years of experience in strategic business planning, public affairs, corporate communications, and marketing. She held key leadership positions in various companies such as BMW Philippines, CalEnergy, Globe Telecom, Prudential Corp Asia among others. In three years under her leadership, Leana created growth opportunities for EON by strengthening and expanding the Firm's service offerings in the areas of marketing communications, research, policy advocacy, government relations and public affairs while focusing on seamless execution.

"This is an important milestone in EON's corporate life. I am confident that under Leana's leadership, EON will have a new dimension to our role as an enabler of mutually-beneficial and trust-based relationships," says Del Mundo. Del Mundo will continue to sit as the CEO and Chairman of the Board of EON overseeing policy discussions within the company and the conduct of its thought leadership and advocacy programs such as the promotion of Branding the Philippines and the Philippine Trust Index.

For more information on this release and request for interviews, please contact:

Mr. Rondell Torres
[T] 02 893.56.42 local 107
[M] +63 2 917 587 2623
[E] rondell@eon.com.ph

Article originally appeared on EON The Stakeholder Relations Firm (<http://www.eon.com.ph/>).

See website for complete article licensing information.

May 18, 2012

