

15 April 2016, Manila, Philippines — *In lieu of its effort to strengthen its corporate brand identity and further heighten its relationship with the global media and its partners, Lundgreen's Capital has recently announced the appointment of Melissa Vergara as the company's Head of Public Relations and Communications.*



“I am truly proud that Lundgreen's Capital has hired Melissa Vergara as Head of Communications & Public Relations, and I am really grateful that we can attract a high calibre personality like Melissa”, says Lundgreen's Capital CEO Peter Lundgreen.

“Per year, I have over 100 appearances in leading medias about the financial markets, plus I speak at large conferences around the world. As Lundgreen's Capital continues to offer good client service, I also have the ambition to offer a more attentive approach towards medias and conference organizers. Melissa will develop our public presence in this aspect, as well as initiate our journey deeper into the social media jungle,” explains Peter.

“After the launch of our own China investment fund (Lundgreen's China Fund),

we now have much bigger exposure towards a broader number of people which requires a more professional appearance of the company, so I am very happy that Melissa has joined us.”

Prior to joining Lundgreen's Capital, Melissa served as a senior writer/reporter for top information technology publication Computerworld Philippines and an official contributor to PC World Philippines.

She was then taken-in by Taiwan-based technology giant and Business Week's Top 100 Global IT company BenQ Asia Pacific Corporation in 2006 as its pioneer employee in Manila, Philippines and was later-on promoted to the position of Marketing and Communications Manager for Philippines, Cambodia, and Myanmar.

“I'm definitely looking forward to the opportunity of developing new ways to tackle the challenges of moving to a new industry. Joining Lundgreen's Capital is definitely a turning-point in my career as I find myself in a new arena of opportunities and able to explore new ways of doing things while being armed with the expertise, competence, and creativity I've successfully practiced over the past decade”, says Melissa.

Backed by 13 years of solid experience as a writer, communicator, and marketer in the IT industry, Melissa is ready to take on the task of heading the overall public relations and communications activity of Lundgreen's Capital during its development stage as she helps the company advance its brand image, internal and external communications, as well as strengthen and globalize the company's relationship with the media.

Lundgreen's Capital is an investment advisory firm regulated by the Danish FSA, that focuses on large and professional clients and is licensed to offer individual investment advice and risk management consultation within the European Union.