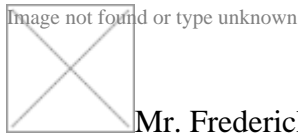


Omari Frederick Appointed LUCELEC Corporate Communications Manager

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Submitted by cjoseph on Mon, 2023-03-20 11:47

Castries, March 20, 2023 – Mr. Omari Frederick has been appointed the St. Lucia Electricity Services Limited (LUCELEC) Corporate Communications Manager effective Wednesday, March 1, 2023.



Mr. Frederick has a Master of Business Administration in Marketing and Sales Management from Edinburgh Napier University and a Bachelor of Business Administration in Human Resource Management and Organizational Development from Acadia University. He is a results-driven management professional with a strong work ethic, and proven experience in strategic marketing and corporate communications.

The former Senior Manager, Marketing & Corporate Communications at the Bank of Saint Lucia, Mr Frederick held that post for five of the twelve years he served in the marketing and corporate communications department, where he was responsible for driving the Bank's brand management, advertising and promotions and public relations strategies.

The LUCELEC Corporate Communications Manager is responsible for building and maintaining the company's credible reputation and corporate image through its media relations, crisis communication, public relations, government and other stakeholder relations and oversees the company's sponsorships and donations and Employee Volunteer Programmes to ensure its positive impact in the community, environment and society.

"I am delighted to join team LUCELEC, a company which impacts nearly every community, business and individual in the country. One which powers the nation's success. I look forward to learning the industry, developing a deeper understanding of the company operations and most importantly, fostering solid relationships with the people who serve and the people we serve. This is a pivotal moment in the company's history given the dynamically changing power landscape and the road ahead. I relish the opportunity to lead the corporate communications function and to leverage my experience in support of the transformational strategic initiatives to enhance overall value for our stakeholders."

Mr Frederick succeeds Mr Roger Joseph who was appointed the LUCELEC Strategy Development and Implementation Manager on March 1, 2022.

-ends-

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