



# Lloyd Yonenaka

*DIRECTOR*

COMMUNICATIONS PACIFIC

Lloyd joined Communications Pacific (CommPac) in September 2013 after working as the Information and Community Relations Officer (ICRO) for the Department of Hawaiian Home Lands (DHHL) and as the Media Relations and Messaging Manager for the Office of Hawaiian Affairs (OHA).

At DHHL, Lloyd oversaw all public information and community relations programs and projects including print and digital publications, media relations, informational meetings, groundbreakings and dedications. He provided strategic counsel for department leadership on the positioning of DHHL's policies, programs and initiatives.

At OHA, Lloyd managed media relations and messaging and provided strategy, counsel and crisis management to the OHA leadership.

Lloyd has also served as Neighbor Island Liaison in the Office of the Governor and as Public Information Officer for Maui County. As the Neighbor Island Liaison, he had oversight of the governor's neighbor island offices on Kauai, Maui and Hawaii Island as well as the governor's representative on Molokai and Lanai. He brings a solid understanding of the neighbor islands to CommPac.

Lloyd currently assists a variety of clients with community building, media relations, and strategic counsel and planning.