



# Russell Pang

EXECUTIVE VICE PRESIDENT

COMMUNICATIONS PACIFIC

Russell Pang has 25 years of communications experience in the private and public sectors developing and implementing strategic public relations plans in the areas of media relations, marketing communications, corporate communications, issues management, crisis communications, public affairs and employee relations. He has represented clients in a variety of industries, including tourism, energy, retail, petroleum, telecommunications, high technology, finance and agriculture.

Russell worked for Communications Pacific (CommPac) from 1991 to 2002 and headed the company's corporate communications practice as vice president before leaving to serve as chief of media relations for Hawaii's former Governor Linda Lingle during her two terms in office. During his tenure in the Office of the Governor, he developed and managed communications programs and media relations strategies for the executive branch. He also participated in crisis and emergency communications relating to natural disasters, homeland security and other emergencies in collaboration with state, federal, county and private sector responders. He rejoined CommPac in July 2011.

He has served on the board of directors for the International Association of Business Communicators (IABC) Hawaii Chapter as well as the Life Foundation, Hawaii's largest HIV/AIDS service organization.

Russell has been recognized with awards from IABC, the Public Relations Society of America (PRSA) and Pacific Business News.

Russell earned a master's in business administration from The American University, Kogod College of Business Administration in Washington, D.C., and a bachelor's degree in economics and East Asian studies from the University of Colorado at Boulder. Born and raised in Honolulu, he is a graduate of Punahou School.