



**Media Inquiries:**  
For Patino Associates  
Michael Patino  
Patino Associates  
(703) 293-6333  
Michael@patinoassociates.com

## **PATINO ASSOCIATES EXPANDS EXECUTIVE SEARCH CAPABILITIES WITH NEW EXECUTIVE DIRECTOR**

### ***Jennifer Pennell of Russell Reynolds Joins Patino Associates***

WASHINGTON, D.C., November 4, 2011 -- Patino Associates, LLC, a leading executive search firm specializing in the corporate communications, public affairs, investor relations and marketing functions, today announced that Jennifer Pennell has joined as Executive Director and will open Patino Associates' second office in San Diego, CA. Ms. Pennell brings over a decade of experience at Russell Reynolds Associates conducting senior level executive searches and leadership assessments. Most recently Ms. Pennell led efforts to identify and attract executive recruiting professionals to Russell Reynolds.

"Recent economic events have done little to slow the need for outstanding strategic communications leadership across all sectors. In particular, the job growth rate in the technology industry is nearly four times that of any other industry due to both consumer demand and innovation of business applications" said Michael Patino, Managing Director and CEO, Patino Associates. "Executives turn to Patino Associates because they trust our insight and ability to deliver the best possible candidates, and Jennifer augments those capabilities through her well-respected reputation and extensive experience. She will also leverage her most recent experience in identifying future expansion opportunities for the firm".

Prior to joining Patino & Associates, Ms. Pennell spent over ten years with Russell Reynolds Associates, where her work ranged from multi-national corporations to early stage start-ups across the technology and consumer product and service industries. She helped establish Russell Reynolds' Internet Practice and also served a term as Director for Research nationally.

"I am excited to join Michael and the team at Patino Associates as it continues to expand both its national and global capabilities to recruit top level communication leadership talent for its clients. The firm's functional focus on communications and public affairs, its agility in today's ever-changing economy and the partnership with VMA Group with its recent expansion into Asia, have positioned Patino Associates for tremendous long-term success", said Jennifer Pennell, Executive Director, Patino Associates. "I look

forward to helping our clients find outstanding communications or public affairs leaders, capable of driving their organization to achieve its business objectives.”

Ms. Pennell also has first-hand experience in the corporate communications sector, having served as Director, Public Relations at SMG, a sports marketing firm. She holds a bachelor’s degree from the University of California, Los Angeles and resides in San Diego, California.

**About Patino Associates**

Patino Associates is a boutique search firm specializing in the recruitment of executives in corporate communications, public affairs and marketing across all industries. Based in the Washington, D.C. area, Patino Associates focuses primarily on Senior Vice President/Vice President and Director level searches for clients seeking to lead corporate communications, public relations, media relations, international communications, internal/employee communications, marketing communications, financial communications, investor relations, public affairs or government relations.

With over 20 years of experience in executive recruiting, Patino Associates has worked with a variety of clients from global Fortune 500 corporations, to start-up/high growth companies, to trade associations and not-for-profit foundations and associations. They have conducted searches for clients from a wide range of industries: financial services, healthcare, energy, aerospace and defense, technology, manufacturing and consumer products and services.

For further information on Patino Associates please visit [www.patinoassociates.com](http://www.patinoassociates.com) or contact Michael Patino at (703) 293-6333 or [michael@patinoassociates.com](mailto:michael@patinoassociates.com).

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