

Evan Pondel
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Work Experience

January 2021 - Present

Triunfo Partners LLC, Strategic Communications and Investor Relations Firm,
Los Angeles

- CEO/Founder – Direct strategic public relations and investor relations programs for companies, governments, non-profit organizations, and high-profile individuals. The firm specializes in programs that communicate with key stakeholders during crises, media and investor events, product launches, thought-leadership activities, change-management initiatives, social media and virtual events. Examples include:
 - Live Nation Entertainment – Advise on strategic communications
 - Genius Brands International – Direct executive communications
 - Monster Beverage Corp. – Devise crisis management strategy
 - Cedars-Sinai Medical Center – Serve as spokesperson and crisis advisor
 - Crimson Forest Films – Secure publicity and advise on sensitive media matters

April 2006 - December 2020

PondelWilkinson Inc., Strategic Communications and Investor Relations Firm,
Los Angeles

- President – Developed and directed strategic public relations and investor relations programs for publicly traded and private companies. Devised strategies and managed team that utilized internal and external communications, including earned media, social media and crisis management protocols, to communicate with key audiences.

March 2001 - April 2006

Los Angeles Daily News

- Business Reporter – Covered entertainment companies in Los Angeles, including Disney and MGM; wrote Sunday business feature on personal finance and economics.

October 1999 - February 2001

The Wall Street Journal, New York

- Newsreader/Editor – Wrote breaking financial markets news; responsible for advising on editorial direction for launch of *The Wall Street Journal's* digital edition.

Education/Certifications

- University of Southern California, Master of Arts, Specialized Journalism
- University of Wisconsin, Madison, Bachelor of Arts, English Literature
- UC Berkeley School of Law, Sustainable Capitalism and ESG Certificate
- Investor Relations Charter (IRC) Credential

Lecturing & Teaching Experience

Guest Lecturer at University of Southern California

- PR 429: Business and Economic Foundations of Public Relations
- JOUR 596: Business and Economics Reporting
- JOUR 597: Financial and Investor Communications

Guest Lecturer at Georgetown University

- SCS MPS Global Strategic Communications Program: Business and Economic Foundations of Public Relations

Daniel Pearl Foundation

- Director of Online Journalism Program

National Investor Relations Institute

- Instructor of “Fundamentals of Writing Workshop”

Volunteer Work & Recognition

- Editorial Advisory Board, *IR Update*, National Investor Relations Institute
- Chandler Award for Excellence in Reporting, Religion News Association
- First Place Short Documentary Contest, Los Angeles Museum of the Holocaust