

**For Immediate Release**

March 24, 2020

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501 Poli Street  
Ventura, CA 93001

**City of Ventura names new Communications Manager**

Following a nationwide recruitment that garnered over 132 applicants, the City of Ventura is pleased to announce the hiring of Heather Sumagaysay as its new Communications Manager. The position reports directly to the City Manager and Deputy City Manager.

“We are excited to welcome Heather Sumagaysay to the City of Ventura,” commented Alex McIntyre, City Manager. “She brings a diverse range of professional experience to the job and will be instrumental in developing engaging communication programs. This next year, we want to better share information about City programs and services while connecting with our residents, local businesses, community organizations, and media partners.”

With more than 13 years of public sector experience, Sumagaysay previously worked for the Ventura County Fire Department (VCFD) as its lead Public Information and Marketing Officer since 2015. Here, she was responsible for creating and managing day-to-day public information programs, social media outreach, community engagement, media relations, and internal communication programs.

She also managed crisis communication and community outreach efforts in coordination with Ventura County’s Office of Emergency Services (OES) during the 2017 Thomas Fire, 2018 Woolsey Fire, and 2019 Conception Boat Fire in Santa Cruz. Prior to coming to VCFD, Sumagaysay worked at the cities of Santa Clarita and Beverly Hills.

Sumagaysay earned a master’s degree in strategic communications from The George Washington University in Washington D.C. and has several affiliations with regional and national communications organizations. In 2018, she was recognized by the Greater Conejo Valley Chamber of Commerce as a “40 under Forty” award honoree.

“Heather is an energetic, well-qualified communications professional,” said Barry Fisher, Deputy City Manager. “She demonstrates a strong desire to bring people together and take the city’s communications, marketing, social media, and public outreach to the next level.”

As the City’s Communications Manager, Sumagaysay will be responsible for developing a communications strategy to build public awareness of City initiatives and enhancing public engagement efforts in City affairs. She will serve as the City’s day-to-day media spokesperson and work with other departments, like the City’s Emergency Operations Center, to assist with public information activities during emergencies.

Sumagaysay begins her new role on March 30, 2020 and will work out of the City Manager’s Office in Ventura. She can be reached by email at [hsumagaysay@cityofventura.ca.gov](mailto:hsumagaysay@cityofventura.ca.gov) .

This release is available on the City of Ventura website at: [www.cityofventura.ca.gov](http://www.cityofventura.ca.gov)

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