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**FOR IMMEDIATE RELEASE**

## **ILPA HIRES EMILY MENDELL TO LEAD MARKETING AND COMMUNICATIONS**

### **Veteran VC Communicator Will Join Advocacy Efforts for the LP Community**

December 14, 2016 (Toronto, CAN and Washington, DC) – The Institutional Limited Partners Association (ILPA) announced today the addition of Emily Mendell to the leadership team as Head of Marketing and Communications. Ms. Mendell brings with her more than 25 years of communications experience and 15 years in the venture capital industry having served as vice president of communications for Polaris Partners and, before that, leading in the same capacity for the National Venture Capital Association.

“The LP community has a remarkable story to tell, and we are thrilled to welcome Emily as a communications professional who has a profound appreciation for this industry,” said Peter Freire, ILPA’s CEO. “Her deep expertise and understanding of the nuances that define this asset class, combined with her ability to craft a compelling narrative that resonates with our stakeholders, promise to have a meaningful impact on our efforts. We look forward to her contribution.”

In her new role at the ILPA, Ms. Mendell will be responsible for association-wide communications, including content, branding, messaging, media relations, social media and marketing. She joins a growing team of ILPA leaders who are committed to advancing the interests of limited partners on a global basis.

“Limited partners represent, in so many ways, the fuel that powers private equity, venture capital and the beneficiaries of such critical investments around the world,” said Mendell. “I am truly excited to work together with the ILPA team to support the needs of Limited Partners and to promote a better understanding of the important role private equity plays in the investment ecosystem.”

Ms. Mendell holds a Bachelor of Science degree in Economics from The Wharton School at the University of Pennsylvania. She will be joining ILPA effective January 3, 2017 and can be reached at [emendell@ilpa.org](mailto:emendell@ilpa.org).

### **About ILPA**

The [ILPA](http://ilpa.org) is the only global, member-driven organization dedicated exclusively to advancing the interests of private equity Limited Partners through industry-leading education programs, independent research, best practices, networking opportunities and global collaborations.