



Emergency and Security Systems' Community (ESS-Community) | Fourth Discussion

Emergency and Security Systems' Crisis Communication Strategies in Times of COVID-19

Panelists' Bios

MATT SHENK

Communications Supervisor

Lancaster County Emergency Communications

Matt Shenk is a radioroom Supervisor for Lancaster County-wide Communications, in Lancaster, Pennsylvania, United States of America. Matt began working for Lancaster County in 1984 as a Telecommunicator and has been an Assistant Supervisor or a Primary Supervisor for the last 20 years. Matt currently holds certifications as an Emergency Number Professional (ENP), Registered Public-Safety Leader (RPL), PA State certified 911 Supervisor, APCO Radioroom Supervisor, Incident Dispatcher, and an Emergency Medical Dispatcher. Matt is also an instructor for APCO's Active Shooter course as well as a host of other APCO courses. Matt has an extensive background in fire and EMS and is an active EMT and volunteer firefighter. Matt is a primary responder for Lancaster County's Field Communications Unit. Matt was on scene for the Nickel Mines Amish School Shooting, and a host of other homicide and other major events in South Central PA., as a responder with the Communications Unit.

WILFRIDO MUÑOZ

Director of Communication

SIS ECU-911

Wilfrido Muñoz works as the National Director of Communications for ECU 9-1-1 in Quito, Ecuador. He is a speaker and international columnist on the topics of Political Economy, Communication, Productive and Social Sectors, and Entrepreneurship, as well as a news and radio presenter. Wilfrido is an economist, with a concentration in Communications and a Master's degree in Strategic Communication from the *Universidad Andina Simón Bolívar*.

TESSA SEIGWORTH

Marketing Communications Coordinator

Mission Critical Partners

Tessa Seigworth works closely with internal teams and clients alike as part of the Mission Critical Partners marketing team to develop comprehensive, integrated communications plans for internal and external stakeholders. She is a graduate of Kent State University in Kent, OH, with diverse marketing experience, including work in both agency settings and internal marketing departments. Tessa is a



marketing strategist specializing in email and digital marketing, media and community relations, social media, crisis communications and event planning.

ROSE MICHAEL
Knowledge Officer
EENA

Rose Michael is the Knowledge Officer at the European Emergency Number Association (EENA). EENA is a non-governmental organisation based in Brussels dedicated to improving public safety in Europe and beyond. In a world of information overload, Rose's core objective in the organisation is to 'translate information into knowledge', making public safety topics accessible to both the EENA community and the general public. Her role involves writing and contributing to documents, organising webinars, and identifying key trends for newsletters and other communications, amongst others.

Rose is British and holds a BA in Modern Languages from the University of Bristol. She speaks French and Spanish and has studied or worked in the UK, Belgium, Spain, France, and China. Before joining EENA almost three years ago, she gained experienced in communications and media-related roles.

MARTA AZEVEDO SILVA
Communications & Press Office
EENA

Marta Azevedo Silva works as the Communications and Press Officer at the European Emergency Number Association (EENA). EENA is a non-governmental organisation based in Brussels dedicated to improving public safety in Europe and beyond. Marta is responsible for ensuring that EENA's mission is enhanced through the NGO's communications channels, including social media. She works closely with the press to make sure that topics related to public safety gain international attention, helping to drive change through her articles.

Marta is Portuguese and speaks English, French, Italian, and Spanish. Marta holds an MA in Communications Sciences, specialized in Media and Journalism, and has a BA in Cultural and Social Communication. Prior to joining EENA, she gained experience in communications-based roles and has studied or worked in Portugal, France, Vietnam, Italy, Malta, and Belgium.