

## **PROFILE**

Greg is a marketing and branding/communications professional with a strong exposure in banking and real estate development.

Today, Greg is a leading political consultant and is associated with the political campaigns of Senators Panfilo Lacson, Pia Cayetano, Alan Cayetano, Juan Edgardo Angara, Joel Villanueva, Nancy Binay, the vice presidential run of Jejomar Binay and the presidential campaign of Rodrigo Duterte.

He was also involved in the mayoral campaigns of Lani Cayetano in Taguig and John Ray Tiangco in Navotas.

Greg was also involved as consultant in the development of new marketing services under development by Paglbig, working with its CEO, Atty. Darlene Berberabe.

He has a continuing involvement in the communications narrative of St. Luke's Hospital and Nickel Asia Corporation.

Greg finished all his schooling in Colegio De San Juan De Letran and finished in 1960.

He is married to Myrna Nuyda of Camalig, Albay and has three daughters who are all in the fields of arts and culture.

Greg was born on 28 June 1943.

## **EXPERIENCE**

**CREATIVE HEAD, ACE COMPTON ADVERTISING 1964-67**

Greg started as a copywriter and then became the lead creative for the Procter and Gamble business handling Tide and Safeguard.

#### **VICE-PRESIDENT, MARKETING 1967-1977**

His well-earned marketing and branding reputation is associated with the success of Banco Filipino in the 60s and the 70s when he was pirated from Ace-Compton by Tomas B. Aguirre to help propel Banco Filipino as the biggest savings bank during that period.

Greg started as assistant to the president, Tomas B. Aguirre, the founder of Banco Filipino.

#### **EXECUTIVE VICE PRESIDENT, BAGUMBAYAN CORPORATION 1977-1979**

As executive vice-president, Greg managed the development and marketing of the company's real estate properties in Paranaque BF Homes, the most successful real estate venture in the 70s.

He also was involved in the branding and development of Himlayang Pilipino.

#### **CHAIRMAN AND CHIEF CREATIVE OFFICER, LEO BURNETT ADVERTISING, 1980-2000**

Greg became the principal stockholder of Hemisphere Advertising, which became the equity partner in the Philippines of the Leo Burnett Company, then one of the ten top communications companies in the world.

Leo Burnett Philippines, as one of the 5 biggest advertising agencies in the country, handled the brand communications of Procter and Gamble, McDonald's, Philip Morris, Kimberly Clark, General Foods, Pepsi Cola, Unilab, Lucky Me among others.

#### **INDUSTRY REFERENCES**

Greg was founding director of the Advertising Board of the Philippines, founding chairman of the Creative Guild of the Philippines, founding director of the Bank Marketing Association of the Philippines.

He was chairman of the Philippine Advertising Congress in 1989.

Greg is a recipient of the Lifetime Achievement Award of the Creative Guild and the Maverick Award of the Association of Philippine Advertising Agencies.