



**Gino Borromeo**  
VP/Chief Planning Officer  
McCann Worldgroup Philippines

Gino leads the multi-disciplinary planning team of the Philippines' largest marketing communications agency. A planning team which is not only the country's biggest, but is also widely regarded as the best in the industry.

Gino brings over a decade of hands-on experience planning for brands at the local, regional and global level – both for consumer and B2B brands.

He started his advertising career in Harrison Communications in Manila before moving on to McCann Worldgroup Philippines, leading a team of planners handling major agency clients such as Coca-Cola and Nestle.

He then moved to Saatchi & Saatchi Singapore to become the Asia-Pacific regional planning lead for Sony Ericsson, eventually winning an Effie for the Walkman phones' "Shake Up Your Music" campaign.

Gino next moved to JWT Singapore to become a global planner for Unilever's Lux while leading planning for the Singapore office on HSBC, Pizza Hut and the Singapore Economic Development Board. His work at JWT includes an Effie for Pizza Hut's "The Mystery Pasta Restaurant" campaign and the launch of the Singapore Future Ready campaign, the country's first global B2B marketing campaign. He was also a regular contributor to JWT's Anxiety Index.

Gino is now back in the Philippines with McCann Worldgroup, helping the agency create solutions that drive positive change for brands.