

RAMON REYES JIMENEZ, JR.



PROFESSIONAL BACKGROUND

- 1976-1988 Ace Compton Advertising
Associate Creative Director
- 1988-1989 Ace-Saatchi & Saatchi Advertising
Vice President/Executive Creative Director
WOO (Winning Over Obstacles) Consultants
Joint Chief Executive Officer and Senior Consultant
- 1989-2008* JimenezBasic Advertising
Joint Chief Executive Officer
- Sept 2011 to present Department of Tourism
Secretary

*Formed a start-up boutique agency called *Jimenez & Partners* in the 1990s which, after several mergers, became known in 2011 as *Publicis JimenezBasic*

AWARDS AND ACHIEVEMENTS

- Helped build JimenezBasic Advertising into the largest creative advertising agency in the Philippines
- Received the Lifetime Achievement Award for contributions to creative excellence by the Creative Guild of the Philippines
- Recipient of the Pilak Award for the Mavericks of Marketing in the Philippines 2004, given by the Advertising Board of the Philippines (ADBOARD) on the occasion of its 25th Year
- 1974 Supreme Master: Artist's Circle Fraternity, University of the Philippines
- Recipient of Gawad Alagad Ng Sining Award 2006, University of the Philippines

ACADEMIC BACKGROUND

- Bachelor of Fine Arts degree, Major in Visual Communication
University of the Philippines, College of Fine Arts, Diliman, Q.C.
 - *Melquiades Castro Scholar, 1971*
 - *Thesis Excellence: Best Strategy/Best Presentation*