

BRIAN TENORIO *Communications Strategy & Design Management*

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Skills/Qualifications

- Creative communications and design manager who speaks and understands the language of business
- With 10 years of diverse multi-disciplinary experience and training in communications, graphic design, and journalism, across several countries
- Multi-awarded in graphic design, web design, and business-entrepreneurship
- With graduate-level training from the Language & Communications Program of the **UNITED NATIONS**
- Trained in **PRATT INSTITUTE'S DESIGN MANAGEMENT PROGRAM** (included in BusinessWeek's World's Best Design Programs):
 - Research focus: Design Policy Frameworks for Developing Countries
 - Finance and Accounting, Business Strategy, Business Law, Operations/Design Management
 - Strategic Marketing, Print Design, Advertising, and Corporate Communications
 - Negotiation and the International Environment of Business, UNMDGs
 - Sustainability in Design, Product Design and Development, and Strategic Technology
- Proficient in Adobe Photoshop, InDesign, Microsoft Word, Outlook, Excel, and PowerPoint. Knowledgeable in Social Networking Media, and Content Management System Platforms, HTML and CSS.
- Thought-leader in industry and with leadership experience in managing an organization
- U.S. citizen, currently based in New York.

Work Experience

International Consultant for Branding and Identity, Asian Development Bank (slated September to November 2010)

Commissioned to develop the branding and identity system of one of the major regional departments of the Asian Development Bank

Director of Communications and Design, Womensphere Summits (2010)

Led the overall design and communication strategies to improve on business development and partnerships/alliances, and conference detailing. Created, developed, and launched the four websites of the organization in first two months of work. Developed the branding strategy of the organization; also, designed and led the production of the organization's different media projects: mainly (1) the VISION premium coffee table book, (2) the Womensphere PHOTOGRAPHY competition, (3) Global Summit conference materials and publications, (4) and new online web portals. (See WWW.WOMENSPHERE.ORG and WWW.WOMENSPHERESUMMITS.COM)

Graduate-level Intern at the Language and Communications Program, United Nations HQ in New York (2010)

Designed a campaign to promote multilingualism in the United Nations, a campaign about the language certification program in the UN, and an electronic catalog for the Language and Communications Program

Design and Communications Consultant / Principal, Tenorium Ent. (2000 to 2008/2010)

Consulted companies in marketing and branding efforts, facilitated the creation of communications, creative, and marketing briefs, business correspondences, business articles, promotions and public relations collaterals. Created coffee-table books, company newsletters, annual reports, websites, and collaterals for corporations, small businesses, and personalities in the Philippines, United States, and Europe.

Chief Design Officer / Managing Director, TMWorldwide, Inc. (2004 to 2008)

With investors and business partners, launched a start-up line of designer accessories. Provided creative direction, oversaw production, headed marketing and media relations, handled customer and industry relations, front-lined the brand to clients/media. Elevated the brand to be the most-publicized label in its category in the Philippines in its first four years on limited funding. Authored and produced strategic communication collaterals and produced events to create media exposure for the label even on a limited public relations budget.

Journalist/Foreign Correspondent, COLORS Magazine (2000 to 2005)

Engaged in international brainstorming sessions, researched and developed stories and articles, conducted interviews, canvassed for, assigned, and coordinated with photographers for multi-lingual publication, Benetton Italy's COLORS Magazine.

Design and Communications Consultant, Corporate Communications, Ayala Corp. (2000 to 2005)

Consulted on communications projects in design and publication. Coordinated and creatively directed the photography for the annual reports of the Corporate Communications Department of one of the most respected business houses in Asia, the Ayala Corporation. Designed and implemented on-site production work for design projects (one of which was an exhibition in Barcelona, Spain).

Faculty, Communications Department, Ateneo de Manila University (2002-2003)

Education

Pratt Institute, New York	Master of Professional Studies, Design Management AUG 2008 - MAY 2010 Graduated with Distinction, also a Pratt Circle Awardee Research Focus: National <i>Design Policies for Developing Countries</i> Presented at the Metropolitan Museum of Art, New York Pratt Institute's Design Management Program is a two-year executive M.B.A.-style course that bridges the disciplines of design and business management, with courses that cover: International Relations, Public Relations, Corporate Communications, Finance, Accounting, Sustainable Design, Strategic Technology, and Negotiation
Asian Institute of Management	Arts Management Program 2003
Ateneo de Manila University	Bachelor of Arts, Major in Communications 2000 Dean's Awardee for the Arts (Graphic Design)

Awards and Recognitions

- The Harvard Business School's Entrepreneurial Idol, Semi-Finalist ²⁰⁰⁵
- Pratt Institute, New York, Pratt Circle Award for Academic Excellence ²⁰¹⁰
- Philippine National Book Awards, Best Book Design ²⁰⁰⁸
- Voted by the Pratt Design Management graduating batch: Most Likely to be Featured in Ted.com ²⁰¹⁰
- Voted by the Pratt Design Management graduating batch: Most Likely to be Featured in Oprah ²⁰¹⁰
- Pratt Institute, New York, Pratt Circle Award for Academic Excellence ²⁰¹⁰
- Anvil Awards from the Public Relations Society of the Philippines ^{2004 2005 2006}
- Asian Printing Press Awards (Singapore), Merit Award—Corporate Communications, Calendar ²⁰⁰⁴
- Speaker, The *first* Why Not Forum (the Philippine-version of the TED Talks) ²⁰⁰⁷
- Philippine Web Awards, Judge ^{EVERY YEAR FROM 2001 to 2005}
- Junior Chamber International Philippines (JCI), Creative Young Entrepreneur of the Year ²⁰⁰⁷
- Dutch Business in Development Challenge Philippines, Winner ²⁰⁰⁷
- Global Entrepreneurship Program—Philippines, 1st Place, Professional Category ²⁰⁰⁵
- Ateneo de Manila University, Recipient of the Dean's Awards for the Arts ²⁰⁰⁰

Affiliations

- American Institute of Graphic Arts, NEW YORK, USA, Member
- Design Management Institute BOSTON, USA, Member
- Collaborative Opportunities for Raising Empowerment, Inc. NEW YORK, USA, Ambassador for Recruitment and Membership
- NetImpact, New York Professionals Chapter NEW YORK, USA, Member
- BiD Network PHILIPPINES-THE NETHERLANDS, Member
- Design21 NEW YORK USA, Member
- Asia Society NEW YORK USA, Member
- Harvard Project for Asian International Relations 2002 SYDNEY, AUSTRALIA, Delegate

References

- Javier Zanón** Head of the Language and Communications Programme (OHRM, DM) of the United Nations (Headquarters)
New York, USA, telephone +1 917 367 2693, e-mail zanon@un.org
- Jaime Zóbel** Chairman Emeritus, Ayala Group of Companies
Makati, Philippines, telephone +63 2 8415491 (c/o Chairman's Office)
- Analisa Balares** Chief Executive Officer, Womensphere
New York, USA, e-mail analisa@womensphere.org



Mindmap of career coverage, work qualifications, experience, proficiencies, and concentration