

# JAMIE DE GUZMAN

Pasig City, Metro Manila, Philippines

+63 917 8699110

+63 2 9576572

[jamdeguzman@gmail.com](mailto:jamdeguzman@gmail.com)

---

## CAREER

January 2020 – Present

### **DEPUTY MANAGING DIRECTOR & CHIEF GROWTH OFFICER**

UM Philippines

#### **ROLES**

- **As Deputy Managing Director**, co-manages UM Philippines, the lead integrated communications agency of IPG Mediabrands. Responsibilities include supervision across agency portfolio, organizational development and P&L management.
- **As Chief Growth Officer**, in charge of business development, driving organic growth and securing external opportunities. Responsibilities include pitch leadership, contract negotiations and industry affiliations.
- **As concurrent Business Unit Head**, manages the largest internal business unit of the agency, handling 3 major accounts: Del Monte, Dept. of Tourism and Lazada. Responsible for efficient agency output and senior-level client servicing.
- **As concurrent Head of UM Studios**, the content consultancy unit of UM Philippines, oversees diversified services. Responsible for creative content production, social media management and brand partnerships.
- Member of the Management Committee of IPG Mediabrands Philippines.

#### **ACCOMPLISHMENTS**

- Won media AOR pitch for Lazada, with billings worth upwards of USD 11M.
- Won ATL & BTL pitch for Energizer group.
- Won Hershey's creative AOR assignment to complement existing media services scope.
- Awarded 2 Stevie APAC Awards for H&M annual campaigns.

#### **KEY CLIENTS**

Accenture, Del Monte, Dept. of Tourism, Energizer, Foodpanda, H&M, Hershey's, Johnson & Johnson, Lazada, Netflix, Spotify

May 2013 – December 2019

**GENERAL MANAGER**

Dentsu X Philippines

**ROLES**

- Heads Dentsu X Philippines, the integrated communications agency of Dentsu-Aegis Network.
- Handles overall business operations from media and creative output to diversified services to P&L management.
- Member of the Leadership Council of Dentsu-Aegis Network Philippines.

**ACCOMPLISHMENTS**

- Launched the Dentsu Media brand in the Philippines in 2014.
- Led the rebranding of Dentsu Media to Dentsu X in 2017. Also designed and supervised construction of new office premises.
- Won Spikes Asia Bronze for APAC Media Agency of the Year in 2018.
- Propelled Dentsu X to No. 1 fastest growing media agency in the Philippines (source: RECMA 2018).
- Grew the team from a 4-man operation to a 30-strong agency, with capabilities in media, digital, social, creative, content, and more.
- Exceeded regional revenue and OP targets for 7 consecutive years since assuming management in 2013.
- Managed the Dept. of Tourism Philippines “It’s More Fun In The Philippines” global media campaign, with international media placements worth USD 46M in billings from 2012-2016.
- Won Media AOR pitch for Ajinomoto Philippines worth upwards of USD 6M in annual billings.
- Won Digital Creative AOR pitch for Shell Philippines.
- Won Digital & ATL Creative pitch for Emperador Distillers.
- Part of SEA regional media pitch wins for Disney and Mondelez.

**CLIENTS**

Ajinomoto, Canon, Dept. of Tourism, Diageo, Emperador, Hitachi, Honda, Mondelez, Netflix, Shell, Toyota, Uniqlo

March 2011 – April 2013

**MEDIA DIRECTOR**

ZenithOptimedia Philippines

**ROLES**

- Business Unit Head in charge of key accounts of the agency, ensuring the efficient output of media requirements by the group.
- Became a significant profit center and growth driver of the agency at the time, vis-a-vis the bigger Nestle team and Globe team.
- New Business Lead for the agency, sourcing and taking on new client partners and opportunities.
- Trading Lead for annual volume negotiations with key media vendors.
- Member of the Executive Committee of ZenithOptimedia Philippines.

**ACCOMPLISHMENTS**

- 2012 ZenithOptimedia Philippines Chairman's Citation.
- **2011 ZenithOptimedia Philippines Person of the Year.**
- 2011 ZenithOptimedia Philippines Service Excellence Award.
- Part of the pitch team that won the Globe Telecom account, with billings worth USD 20M annually.
- Brought in the Megaworld group of accounts, with billings worth USD 8M annually.
- Won Media AOR for Sulit.com.ph/OLX, with billings worth USD 4M annually.

**CLIENTS**

Air Asia, Emperador, Megaworld, SeaOil, OLX, UNAHCO

May 2005 – March 2011

**ASSOCIATE MEDIA DIRECTOR**

Universal McCann

February 2003 – April 2005

**MEDIA MANAGER**

Dentsu Philippines

May 2002 – January 2003

**MEDIA PLANNER**

Universal McCann

April 2000 – April 2002

**MEDIA MANAGER**

Ace Saatchi & Saatchi

## **INDUSTRY INVOLVEMENT**

2020 – 2021	<b>VICE-PRESIDENT</b>
2018 – 2019	<b>BOARD SECRETARY</b>
2013 – 2017	<b>MEMBER</b> Media Specialists Association of the Philippines (MSAP)
2019	<b>MEMBER, BOARD OF JUDGES</b> Ad Foundation – Araw Values Awards
2019	<b>MEMBER, BOARD OF JUDGES</b> Philippine Association of National Advertisers – PANATA Awards
2017	<b>CHAIRMAN, EXHIBITS COMMITTEE</b> MSAP Media Congress
2016, 2018, 2019	<b>MEMBER, SCREENING COUNCIL</b> Mobile Marketing Association – Smarties Awards
2015 – 2019	<b>MEMBER</b> Internet and Mobile Marketing Association of the Philippines
2014, 2017	<b>MEMBER, BOARD OF JUDGES</b> Kapisanan ng mga Brodkaster ng Pilipinas – Golden Dove Awards
2013 – Present	<b>REGULAR MEMBER, SCREENING PANEL &amp; HEARING PANEL</b> <b>FORMER MEMBER, TECHNICAL COMMITTEE</b> Ad Standards Council
2013	<b>ALUMNUS</b> Agency Leadership Program Ed Baron & Associates
2012	<b>ALUMNUS</b> MediaWorks Campaign Asia-Pacific

## **EDUCATION**

### **UNIVERSITY**

Bachelor of Arts in Communication Research  
College of Mass Communication  
University of the Philippines Diliman

### **PRIMARY AND SECONDARY**

De La Salle Green Hills