

GREGORIO D. GARCIA III

Chairperson - Bases Conversion and Development Authority
Age: 73, Filipino

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

Today, he is a leading marketing and political consultant.

Mr. Garcia has a well-earned marketing and branding reputation and was chairman and chief creative officer of Leo Burnett Advertising, a key position he held for 20 years. Leo Burnett Philippines is one of the biggest advertising agencies in the country. It has handled Procter and Gamble, McDonald's, Phillip Morris, Kimberly Clark, Unilab, among others.

Earlier in his career he worked for Ace Compton as Creative Head and moved on to work for Mr. Tomas Aguirre, founder of Banco Filipino where he held the position of Vice President.

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

Mr. Garcia finished all his schooling in Colegio de San Juan de Letran.

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