

Gladys Basinillo Appointed Chief Growth Officer of media and capability brands - Starcom, Spark Foundry and Liquid Thread

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Publicis One Philippines recently announced the appointment of Gladys Basinillo as Chief Growth Officer of media and capabilities brands including Starcom, Spark Foundry and Liquid Thread (social, content and influencer management). Basinillo, whose new role is effective as of December 2017, has been tasked with driving growth for these three brands.

Basinillo assumes her new role with an outstanding track record of driving transformation across media organizations. With a career spanning more than 20 years, Basinillo was most recently CEO of Carat Philippines. During her five-year tenure, she led the revitalization of Carat, leading the turnaround of the agency, leaping from 12th to 4th ranking on billings and a number 2 RECMA ranking in terms of vitality.

“Gladys is a highly-experienced leader in our industry. I know her to be a trusted advisor to all the clients that she has handled. Her expertise in developing media objectives and strategies across a wide array of industries is certainly a significant boost to the growth of Starcom, Spark Foundry and Liquid Thread.” Jennifer Santos, Chief Media Officer, Publicis One Philippines, said.

Known to be a creative media expert, Basinillo is the brains behind Fusion, the country’s music festival that celebrates Filipino musicality and promotes the Philippines as a musical hub for Asia.

“I am looking forward to my new role in continuing the development and growth of Starcom, Spark Foundry and Liquid Thread in the Philippines. I am excited to working with some of the most talented people in our industry.” Basinillo said.

Basinillo was, until recently, president of the Media Specialists Association of the Philippines and is a board member of the Advertising Standards Council.

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Contact:

Orly Ramas | M: 63 917 515 6747 | E: orly.ramas@msslgroup.com

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