

# BRIAN TENORIO Design/Diversity/Development

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## Summary | Skills & Qualifications

- Tehran-born Filipino-American Brian Tenorio is a Manila/New York-based design manager and strategic design and communications consultant for international organizations and the corporate and social development sectors. Tenorio speaks and understands the language of development, policy, business, diversity, and style & design



- International Consultant for Branding and Design at the **ASIAN DEVELOPMENT BANK** and at the **WORLD HEALTH ORGANIZATION (WESTERN PACIFIC REGIONAL OFFICE)**.



- Founder and Chair of the **PHILIPPINE LGBT CHAMBER OF COMMERCE**.



- 17 years of diverse multi-disciplinary experience; multi-awarded in design and entrepreneurship.
- One of the most publicized Filipino designer shoe fashion brands (until his retirement in 2008). Produced and hosted *Design Para sa Lahat* (Design for All); aired primetime Sundays in the USA via GMA Pinoy TV.

- Founder and CEO of Kape Coffee Co – an expanding restaurant chain (Filipino coffee)
- Head of Jury in the 2012 Adobo Design Awards and also one of main proponents of the Design Competitiveness Act of the Republic of the Philippines in the same year.



- Graduate-level training from the Language & Communications Programme of the **UNITED NATIONS HQ** in New York



- First Filipino graduate of **PRATT INSTITUTE'S DESIGN MANAGEMENT PROGRAM** (included in BusinessWeek's World's Best Design-Management Programs):
  - Research focus: Design Policy Frameworks for Developing Countries
  - Finance and Accounting, Business Strategy, Business Law, Operations Management
  - Strategic Marketing, Public Relations, Advertising, and Corporate Communications
  - Negotiation and the International Environment of Business, UNMDGs
  - Sustainability in Design, Product Design and Development, and Strategic Technology
- U.S. citizen, currently based in Asia (Manila) and New York. Filipino dual-citizen.

*Position/Role**Details of Work Experience*

**Design & Branding Consultant**  
World Health Organization (WPRO) (2012 – PRESENT)

Commissioned to create, design, and develop campaigns and materials for WHO's Western Pacific Region. Projects include: the World Health Day Exhibition (visited by RP President Aquino as received by WHO WPRO Regional Director Dr. Shin Young-soo, the Regional Publications 2013 Catalogue, World AIDS Day campaign materials, Environmental Design for the regional office, and (for 2014) WHO Art Gallery ([www.wpro.who.int](http://www.wpro.who.int))



**International Consultant for Branding & Identity Design**  
Asian Development Bank (2010 – 2012, 2014 – PRESENT)

Commissioned to develop the branding and identity system of one of the major regional departments of the Asian Development Bank. Taken in as an International Consultant (Public Relations, Graphic Design and Visual Branding Specialist) by the Central Asia Regional Economic Cooperation (CAREC), a partnership of 10 countries (Afghanistan, Azerbaijan, People's Republic of China, Kazakhstan, Kyrgyz Republic, Mongolia, Pakistan, Tajikistan, Turkmenistan, and Uzbekistan) promoting development through cooperation ([www.adb.org](http://www.adb.org)).



**Founder & Chair**  
The Philippine LGBT Chamber of Commerce (2015 – PRESENT)

The Philippine LGBT Chamber of Commerce is an industry organization of businesses of, by, and for the LGBT in the Philippines. ([www.lgbtph.org](http://www.lgbtph.org)).



**CEO & Founder**  
Kape Coffee Co. (2014 – PRESENT)

Co-founder and CEO of Kape Coffee Co—one of the fastest growing coffee brands in the Philippines, showcasing authentic Filipino Coffee Culture by bean origins, brews, and branding. ([www.kapecoffee.co](http://www.kapecoffee.co))



**Chair/Lead Designer**  
Designers for Development Network (New York - Manila) (2010 – PRESENT)

*Branding and Identity Work for the [Department of Budget and Management of the Republic of the Philippines](#)*. Managed and convened a global network of creative professionals from different countries providing strategic perspectives and rich region-specific insight in designing communication strategies for international organizations driving the quadruple bottom line of people, peace, planet, and profit. ([www.designersfordevelopment.com](http://www.designersfordevelopment.com)).



**TV Host & Executive Producer**  
Design Para Sa Lahat TV Show (2012 – 2013)

Founded Design Para Sa Lahat (“Design For All”) – an internationally broadcasted TV show (GMA PinoyTV) about design, entrepreneurship, and tourism in the Philippines ([www.designparasalahat.com](http://www.designparasalahat.com)).



**Faculty**  
Ateneo de Manila University (2012-2013)

Led the “Design for Development” class of the Development Studies Department of the Ateneo de Manila University. This class is the first of its kind in the Philippines. The class is about using creativity for national progress.



**Director of Communications & Design**  
Womensphere Summits (NEW YORK, 2010)

Led the overall design and communication strategies to improve on business development and partnerships/alliances, and conference detailing. Developed the branding strategy of the organization and led the production of the organization's different media projects and convention materials ([www.womensphere.org](http://www.womensphere.org)).



**Graduate-level Internship**  
United Nations HQ, New York (NEW YORK, 2010)

Designed a campaign to promote multilingualism in the United Nations, a campaign about the language programme in the UN HQ.

*Position/Role*

**Design & Communications  
Consultant / CEO & Principal**  
Tenorium Enterprise  
(2000 – PRESENT)

*Details of Work Experience*

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. Clients: [Jaime Zobel](#), [Ayala Corporation](#), [Globe Telecom](#), the [Cultural Center of the Philippines](#), [Ateneo de Manila](#), [Wyeth Ph](#), [GAAD](#), the [Department of Budget and Management](#) and the [Department of Trade and Industry \(of the Republic of the Philippines\)](#)

**Founder & Shoe Designer**  
Tenorio Manila  
(2004 TO 2008)

With investors and business partners, launched a start-up line of designer accessories. Elevated the brand to be the most-publicized label in its category in the Philippines in its first four years on limited start-up funding.

**COLORS**

**Journalist/Foreign Correspondent**  
COLORS Magazine, Italy  
(2000 TO 2005)

Engaged in international brainstorming sessions, research, concept, interviews, photography direction for multi-lingual publication, Benetton Italy's COLORS Magazine ([WWW.COLORSMAGAZINE.COM](http://WWW.COLORSMAGAZINE.COM))



**Design & Communications  
Consultant**  
Ayala Corporation  
(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).

## Education

### Master of Professional Studies in Design Management

PRATT INSTITUTE, New York | COMPLETED MAY 2010  
Graduated with Distinction, also a Pratt Circle Awardee

Research Focus: National Design Policies for Developing Countries  
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

### Managing the Arts

ASIAN INSTITUTE OF MANAGEMENT, Philippines | COMPLETED MAY 2003

### Bachelor of Arts, Major in Communications

ATENEO DE MANILA UNIVERSITY, Philippines | COMPLETED MAY 2000  
Dean's Awardee for the Arts (Graphic Design)

## Awards & Recognitions

- The Harvard Business School's Entrepreneurial Idol, Semi-Finalist 2005
- Pratt Institute, New York, Pratt Circle Award for Academic Excellence 2010
- Head of Jury – Adobo Design Awards (www.adobodesignawards.com) 2012
- TEDx Fellow/Speaker 2012 AND 2017
- Philippine National Book Awards, Best Book Design 2008
- 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
- Owner of two Design Patents and three trademarks

## Affiliations

- The Philippine LGBT Chamber of Commerce, Chair & Founder
- The Designers for Development Network (via LiyaB LLC), NEW YORK, USA, Chair & Founder
- American Institute of Graphic Arts (AIGA), NEW YORK, USA
- Design Management Institute of the United States (DMI) BOSTON, USA
- Collaborative Opportunities for Raising Empowerment, Inc. NEW YORK, USA
- NetImpact, New York Professionals Chapter NEW YORK, USA
- Asia Society NEW YORK US
- Harvard Project for Asian International Relations 2002 SYDNEY, AUSTRALIA
- Business in Design Network PHILIPPINES-THE NETHERLANDS
- Design21 NEW YORK USA

## 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  
Manila, Philippines, telephone +63 2 8415491 (c/o Chairman's Office)
- Muriel Ordoñez Results Management Specialist, CWRD, ASIAN DEVELOPMENT BANK  
Manila, Philippines, e-mail mordonez@adb.org