



## ARDY ROBERTO

**Ardy Roberto** is an author, entrepreneur, speaker and international award-winning seminar producer. He co-writes a weekly column, *MarketingRx*, for the Philippine Daily Inquirer together with his father, marketing guru, Dr Ned Roberto. He is co-author of *S4-Success Secrets of the Sales Superstars*; and co-author of *The Fundraiser's Guide to Fundraising* with Mayan Quebral, Eileen Legaspi-Ramirez and Ruby Ann Kagaoan-Calo.

Ardy, together with his wife, Tingting, is the co-founder and **CEO of Salt & Light Ventures, Inc.** They are the only learning event organizers to have won both local and international awards for the seminars and conferences that they have produced and marketed. This includes co-winning (together with their agency, BCD Pinpoint) a:

- **Cannes Lion advertising award at Cannes, France** (Finalist)
- a **DMAsia Creative Award at Singapore** (Gold-Best in Marketing Medium),
- and an **Araw Award at the last Philippine Ad Congress** (Gold) for the Tom Peters Live! In Manila seminar last 2003.

**Their latest achievement includes a grand Anvil Award for putting together the 2004 John Maxwell Live! In Manila -- the largest, most successful back-to-back leadership learning event ever produced in Philippine history with over 17,000 leaders in attendance.**

Ardy graduated at the Ateneo de Manila, but got most of his education while traveling as an exchange student and international youth delegate to schools and places like Sophia University in Tokyo, and the Yokohama and Niigata prefectures in Japan; Malaysia, Indonesia, Thailand, Brunei, Singapore and finally Washington, D.C. and Virginia, USA.

Ardy has published and marketed two of his father's best-selling books, *User-Friendly Marketing Research* and *Strategic Market Segmentation: How to Market to the Rich, the Middle Class and the Poor*.

Although a writer at heart, who once in a while fantasizes about being an NBA superstar, Ardy has discovered the joy of creating and launching new business ventures—such as the Achievers & Leaders Summit—that inspire and bring out the best in people.

### EXPERIENCE & CREDENTIALS

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1996 – Present: **Salt & Light Ventures**, Manila, Philippines  
*Chief Encouragement Officer & Conference Chairman*

- Published and marketed two best-selling marketing books by Dr Ned Roberto: *User-Friendly Marketing Research* and *Strategic Market Segmentation*
- Co-Author and publishing consultant to Venture For Fund Raising's newest book: *Fund Raiser's Guide to Fund Raising*



- Created and organized *The Direct Marketing Forum* – the premier industry learning event and other seminars and workshops.
- Marketed and organized *The Tom Peters Seminar* – Live in Manila

1997 – to present: **Symmetry Direct (Worldwide)**  
*National Field Vice President*

Started and grew a direct-selling network that did over US\$2.5M in volume in 1998-2000.

1994 – 1997: **DMPlus, Inc.**, Manila, Philippines

*Co-Managing Director & Co-Founder*

Co-Founded one of the top direct marketing and database management companies in the Philippines. Managed top accounts like UNICEF, Jardines, BMW, Mandarin Oriental, etc.

1992–1994                      **World Executive’s Digest**                      Makati, Philippines

*Special Projects Manager & Marketing Manager*

- Responsible for reviewing new business and management books and making recommendations to the magazine’s readers. Created a 16-page supplement to the magazine that was well-received by both book publisher and the magazine’s readers.
- Travelled to numerous international book fairs including Frankfurt Book Fair, Singapore Book Fair, HongKong book fair.
- Helped publish the book, *Guide to Headhunting in Asia* by Stephanie Jones and co-published by World Executive’s Digest and Simon & Schuster.

1989–1991                      **METRO MAGAZINE**                      Manila, Philippines

*Assistant Editor & Operations Manager*

- Wrote feature articles covering business, sports, health and personalities.
- Assigned to manage editorial production of magazine.

**EDUCATION & TRAINING (SELECTED)**

1983-1988      **Ateneo de Manila University**      Quezon City, Philippines

- Bachelor of Arts, Interdisciplinary Studies (I.S.)
- Was also accepted as an exchange student to **Sophia University, Tokyo, Japan** (Summer of 1986) and **George Mason University, Virginia, U.S.A.** (September 1987-1988)
- Chosen as one of 35 national youth delegates to the **Ship for South East Asian Youth Programme** (SSEAYP) in 1985.

July, 1992                      **Stanford University**, California, U.S.A.

Certificate, Stanford Professional Publishing Course.

1991, 1999 **Asian Institute of Management**      Makati, Philippines: Distinction, Basic Management Program (BMP) & Marketing Strategy Course (MSC); enrolled in the Masters in Entrepreneurship (ME) program, Jan/ Feb 2005.

1993, 1994 - **Asian Direct Marketing Symposium** (ADMS) – Penang, Malaysia (1993),



HongKong (1994)

April 1999 – **Inner Circle School**, Symmetry International, Milpitas, CA, USA  
(Scholarship: Building a Global Direct Sales Network)

2001 – 2002 **The Art of Asking, Fund-Raisers Course** by Venture for Fundraising

May 2002 **Book Marketing Course** by Mark Victor Hansen et al, BookExpo America,  
New York City, NY.

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**Guest Speaker:** Asian Institute of Management (Prof. Joe Miranda's Direct Marketing Class), Ateneo de Manila (Prof Josiah Go's Network Marketing Class), Association of Marketing Educators (AME), Basic Advertising *Lawak Utak School*.

**Founder and Organizer** – Annual Direct Marketing Forum. October 17 & 18, 2001, Asian Institute of Management – ACCEED Center; Nov. 13 & 14, 2002, Makati Shangrila Hotel; August 26 & 27, 2003, Makati Shangrila.

**Fellow & Former Board Member:** Venture for Fund Raising – an NGO that helps and trains other NGOs and foundations to raise funds. Also co-wrote and edited their book: *Fund Raiser's Guide to Fund Raising*

**Co-Founder:** Salt & Light Foundation, Inc. A foundation whose mission is to help families financially and emotionally recover from the strains and stresses of life-threatening diseases; also publishes material to help towards this objective.

**Author** – *S4-Success Secrets of the Sales Superstars* (published by the Direct Selling Association of the Philippines – DSAP) – November 2003; given the DSAP Chairman's Award for 2003.

**Columnist**—*Philippine Daily Inquirer, MarketingRx* (with Dr Ned Roberto)

**Contributor** – *Health Today* magazine, *Entrepreneur* magazine

**Co-author** (with Mayan Quebral) – *Fund Raiser's Guide to Fund Raising* (2002)

**Author** – *Ang Buhay Na Hindi Bitin* (2002)

**Author** – *The Heart of Healing: How to HELP Heal The Ones You Love* (Oct 2005)

**Publisher** – *My Father's Business* by Peter Tsukahira (2002), *Strategic Mark et Segmentation* and *User-Friendly Marketing Research* by Ned Roberto (2002)

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Male, born April 8, 1966; Happily married to Margot Pelaez-Linsangan  
Hobbies and interests: Basketball, golf, writing books, reading and teaching the bible.