



**Dickie Soriano**  
**Founder & President, BCD Pinpoint**

J. Richard “Dickie” Soriano is the founder and president of BCD Pinpoint Direct Marketing Inc, the largest CRM agency in the Philippines. He also served as chairman of OgilvyOne worldwide Manila, and was a member of the board of Ogilvy & Mather Philippines. During his stint as the managing director of OgilvyOne, Dickie started up the operations of OgilvyInteractive in the Philippines, one of the first in the

country to do so.

Under his helm, both OgilvyOne and BCD Pinpoint achieved a number of firsts in Philippine advertising and marketing.

1. BCD Pinpoint won the country’s first ever Cannes Lion, a tremendous feat given that the Cannes International Advertising Festival has been around for 50 years.
2. BCD Pinpoint also won the country’s first ever Gold Echo, and the country’s first ever Caples award. Both awards are considered the world’s most prestigious direct marketing awards.
3. Under Dickie’s management, OgilvyOne was the first Philippine agency to win the Best DM campaign in Asia in the 1999 Asian Direct Marketing Awards.
4. OgilvyOne was also the first Philippine agency to win a Silver Clio, a feat that none of the bigger, more established advertising agencies have achieved so far

Dickie finished his B.S. Management course at the Ateneo de Manila University in 1985, where he also served as the editor-in-chief of the *Guidon*. After graduation, he eagerly joined the ranks of the unemployed, but was constantly harassed to make his diploma useful. Eventually, he joined *World Executive’s Digest*, as a writer and researcher, but he was kicked up, first to an advertising, then a circulation management position. He left the company in 1988 to start a chicken farm and a direct mail agency. The chickens died, but the direct mail business made up for the poultry’s loss of life.

In 1996, Ogilvy & Mather acquired a stake in BCD Pinpoint, and asked Dickie to head OgilvyOne’s Philippine operations. Dickie managed to grow the business close to 700% when he was Managing Director, a feat that earned him the position of Chairman (a job which basically entails bumming around, giving speeches to anyone who’ll listen).

Since 1989, Dickie has also been serving as a professorial lecturer for the John Gokongwei School of Management at the Ateneo de Manila University. He is married to Dada Cua (his college classmate), and is a devoted slave to his 2 daughters, Andrea (born April 9, 1997) and Nicole (born April 23, 1999).