



Ichay M. Bulaong

Ichay is a seasoned marketing communications professional with extensive experience with top-level multinational and local client relations in the Philippines and Asia-Pacific specializing in non-traditional advertising.

She is considered as one of the country's leaders in the specialized field of Direct Marketing/ Customer Relationship Management. She is a frequent and sought after speaker in DM/ CRM conventions and a part time lecturer for CRM at the University of Asia and the Pacific.

She has proven strategic leadership skills and competencies and an entrepreneur at heart. Together with her partner, Raymond Legaspi, she founded FirstDirect as a DM specialist agency in 1996. FirstDirect has since grown phenomenally, evolved, become part of the Leo group and renamed to Arc, and grown to what may now be the country's largest marketing services company and a growing force in Asia-Pacific.

Ichay has worked on a broad mix of major multinational, regional and local clients across multiple categories including: Philip Morris, Del Monte, Pfizer, Procter Gamble, McDonald's, Microsoft, Unilab, Diageo/ United Distillers, Standard Chartered Bank, Roche.

Before founding FirstDirect, she spent 4 years in Ogilvy & Mather where she founded Ogilvy & Mather Direct and handled major direct marketing clients such as American Express, AT&T and Chivas Regal. She also worked in American Express for 4 years, responsible for the direct marketing program of its various credit card products. She started out in brand management in RFM Corporation.