



## JEFFREY OCHOA TARAYAO

*Jeff Tarayao* is the Head of Globe Telecom's Community Relations and Social Responsibility Department which manages the enterprise-wide corporate social responsibility (CSR) and advocacy programs of the company. Concurrently, he is also a member of the Ayala Group CSR Council and co-chairs the enterprise development sub-committee. Jeff has developed various business models on CSR and philanthropreneurship including the award-winning Globe Bridging Communities (Globe BridgeCom) program (est. 2004), – a successful business model which synergizes business planning, engineering and information technology, marketing and community relations in Globe.

Jeff is a member of the prestigious Ayala Young Leaders Alliance and a number of organizations including the League of Corporate Foundations, the Corporate Network for Disaster Response, the CollabFest Group, the Public Relations Society of the Philippines and the International Association of Business Communicators. He sits in the steering committee of the Education and Employment Alliance, an international program managed by the International Youth Foundation. Tarayao has worked on projects with many organizations including the United Nations Development Program, the Southeast Asian Ministers of Education Organization, the International Youth Foundation, the US Pacific Command, Nokia, among others.

A sought-after expert on integration of Corporate Social Responsibility into core business strategy, Tarayao participated and spoke recently in the Philippine and Asian CSR Expos, the Collaboration Festival in Monterey, California (Nov06), the Asian Business Perspectives on CSR Conference in Kuala Lumpur, Malaysia (Mar07), and in the Australian Center for CSR (Sep07). He was also part of the Philippine team which presented a paper on the Philippine business' experience on serving the low income group in Harvard Business School's Global Poverty Conference.

For his many contributions to Globe Telecom, Jeff was awarded the Globe Telecom Employee of the Year in 2004 and is consistently recognized as one of its outstanding leaders. A multi-awarded public relations practitioner and CSR practitioner, his programs are consistently recognized with the Anvil Awards from the Public Relations Society of the Philippines and the Gold Quill Awards from the International Association of Business Communicators from which he has been receiving awards consecutively since 2000. Last year, Tarayao bagged the prestigious Asian CSR Award for the Text2Teach project. Another project, Globe BridgeCom Sa Bayan was cited by the Kyra Awards in the Best Corporate – NGO partnership category in 2006.

Jeff graduated from the Royal and Pontifical University of Santo Tomas in Manila with a Bachelor of Arts Degree, major in Communication Arts (Cum Laude) in 2001. He took up the De La Salle University's Global Excellence in Business Program and graduated from the Young Leaders Course on National Security Administration from the National Defense College of the Philippines.