



MICHIKO

SORIANO-GAENG

(pronounced "Gheng")

PROFILE

WITH OVER 10 YEARS OF EXPERIENCE IN BUSINESS DEVELOPMENT AND PROJECT MANAGEMENT, I HAVE SUCCESSFULLY NAVIGATED DIVERSE INDUSTRIES, INCLUDING AVIATION, WINE AND SPIRITS, REAL ESTATE, AND ADVERTISING. AS A FORMER VP OF SALES AT A PHILIPPINE MEDIA STARTUP, I LED THE COMPANY TO ACHIEVE SIGNIFICANT GROWTH AND MARKET PENETRATION. MY JOURNEY IS FUELED BY A PASSION FOR WOMEN EMPOWERMENT AND PERSONAL DEVELOPMENT, DRIVING ME TO INSPIRE AND MENTOR OTHERS TO ACHIEVE THEIR FULLEST POTENTIAL. I THRIVE ON BUILDING STRATEGIC PARTNERSHIPS AND DELIVERING IMPACTFUL SOLUTIONS, LEVERAGING MY MULTIFACETED EXPERTISE TO FOSTER INNOVATION AND GROWTH IN EVERY ENDEAVOR.

HOBBIES

Tennis, Swimming, Arts & Crafts, Painting, Photography, Learning French & Nihongo, Traveling, Events

EDUCATION

ESCP Business School, Paris, France

2012-2013

Specialized Masters in International Project Management

Ateneo de Manila University, Manila, Philippines

2006-2010

BS Management, Minor in Enterprise Development

Assumption College San Lorenzo High School

2002-2006

2nd Year - Year Level President, 4th Year - Year Level President

Fidelity to Duty Award (2006)

WORK EXPERIENCE

Business Development & Project Management Consultant

January 2024-Present

Working as a freelancer has allowed me to have more flexible hours to attend to my toddler. My on-going projects include helping increase revenue through business development/sales in B2B services, conducting market research, and overall enabling startups/SMEs.

Kumu / Kwentolabs | VP, Brand Partnerships & Advertising Revenue

2019- 2023

Established, trained, and grew the advertising department and contributed to the company's ad revenue stream with an average of 200% YoY ad revenue growth for 3 consecutive years.

WeCube | Co-Founder & Managing Partner

2016-2018

Managed day-to-day operations of the co-working space and community through events and partnerships, while enabling new businesses to launch in the Philippines.

More on my linkedin: <https://www.linkedin.com/in/michikosoriano/>

ADVOCACY (IF ANY)

Certified Life Coach | *Personal Development & Healing*
Since 2023

Girls Got Game (GGG) Philippines | *Sports for Development, Women Empowerment*

Years Active: 2015-2019

As a member of the Core/Founding Team at Girls Got Game Philippines, I co-led the Athletes Management team, where I played a key role in recruiting and training volunteer coaches for our roving camps. My responsibilities included ensuring that all coaches aligned with and upheld the values and mission of our organization

Landas ng Karunungan (LnK), Sta. Maria Della Strada Parish | *Education*
Member 2003-2008, Chairperson 2007-2008

Landas ng Karunungan (LnK) is a parish program that provides Math and English summer courses designed to support public high school students through annual scholarships. In my final year as chairperson, I was responsible for overseeing the development of the curriculum and ensuring that teachers were well-prepared and equipped to deliver effective instruction.

"I agree to share the above information on any AAA social media platform for purposes of the 2024 AAA Elections."



MARIA MICHELLE MICHIKO SORIANO-GAENG