

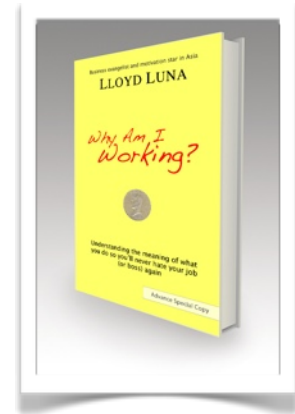
Lloyd A. Luna

Business Evangelist

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Summary of Qualification

Motivational speaker in Asia; Probably the youngest speaker to speak in major conventions in Malaysia, Brunei, Vietnam, Thailand, and South Korea. Spoken to more than half a million people in the last five years; Author of 8 books including the bestsellers *Is There A Job Waiting For You?*, *The Obvious*, *The Internet Marketing Handbook*, and *Why Am I Working?*; Television Host of the Philippines' Most Dynamic Business Talk Show; Business advisor with expertise in sales and marketing, workplace motivation, operations, leadership, and change; Corporate trainer to local and multinational corporations in the Philippines and Asia; Speechwriter to business leaders and political figures; Columnist at The Manila Times, Kabayan Star (Hong Kong), GoodNewsPilipinas (Singapore), and Planet Philippines (Canada) among other news organizations; Political advisor; Resource expert on Television, radio, and the Internet on career- and business-related issues; Resource speaker on conferences and corporate events Asia-wide.



Media Appearances (also in [Youtube.com/lloyd luna](https://www.youtube.com/lloyd luna))

Television

-  (ABS-CBN and The Filipino Channel) Rated K hosted by Korina Sanchez, The 25th Anniversary Special, Four Successful Filipinos at age 25
-  (ABS-CBN) Kabuhayang Swak na Swak hosted by Amy Perez, Business in Speaking and Writing Books
-  (QTV Ch. 11) Ang Pinaka (The Most), Are You In A Wrong Job?
-  (QTV Ch. 11) The 700 Club Asia, Characters Needed to Succeed



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- 📺 (TV5) E-Connect with Earl Beja, What is success?
- 📺 (GNN Ch. 21) View from the Top with Fritz Capulong
- 📺 (NBN Ch. 4) with Ricardo Salad on “The ‘You’ in Nation-Building”

Radio (Philippines and abroad)

- 📻 FM4, Reality Check on “The New Philippine President,” aired to most parts of Austria, as well as in southern Bavaria and the Czech Republic, eastern Switzerland, and northern Italy, Western Slovakia, Hungary and Slovenia.



- 📻 (DZMM) Todo-todo Walang Preno with Ariel Ureta and Winnie Cordero on career and jobs (three times in the last two years)
- 📻 (DZMM) Sagot Ko ‘Yan with Joey Lina on “Is There A Job Waiting For You?”
- 📻 (DZMM) Talakan with Awel Paz and Manny Castaneda on “How To Find A Job”
- 📻 (DZMM) Bago ‘Yan Ah! With Nelson Lubao on The Internet Marketing Handbook
- 📻 (DZMM) Paksa with Angelo Palmones and Tina Monson-Palma on Finding the Right Job For You
- 📻 (DZMM) Pasada Sais Trenta with Karen Davila and Vic Lima on “Is There A Job Waiting For You?”
- 📻 (RMN) with Aida Gonzales on Success at a Young Age
- 📻 (DZSR) Dream Date with Lucito De Jesus on Secrets to Success
- 📻 (Mellow 94.7 FM) How To Get Rich

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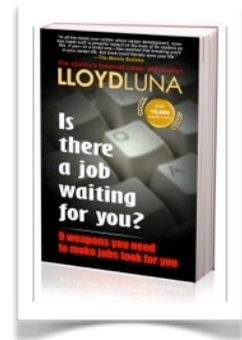
Print (Newspapers and Magazines)

- ↳ The Brunei Times. Asia Entrepreneurship Awards
- ↳ The Straits Times (Malaysia). Guerilla Entrepreneurship
- ↳ The Philippine Daily Inquirer. Hands on Manila Volunteer Awards
- ↳ The Manila Bulletin. The Passion To Write; Campus Journalism
- ↳ Business World. For The Love of Writing
- ↳ Business Mirror. From bread-seller to best-selling author
- ↳ MOD Magazine. The Challenge to Succeed
- ↳ Good Housekeeping. Keys In Finding the Best Job

Books and Publications

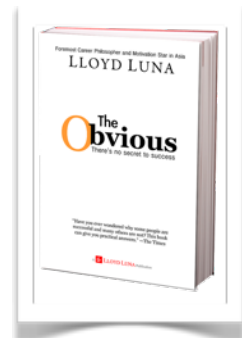
↳ **Is There A Job Waiting For You? Nine Weapons You Need To Make Jobs Look For You**

It was published in 2005 to help people find a better way to find their dream job. It suggests that “making job look for them is far better than the traditional mindset “of looking for a job” after graduation or resignation from work.



↳ **The Obvious: There's No Secret to Success**

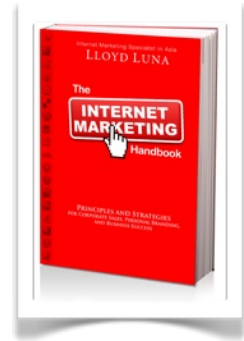
It is a motivational book for all ages. It contains life's basic laws and principles of success based on the author's personal study, interpretation, and observation on how successful people succeed.



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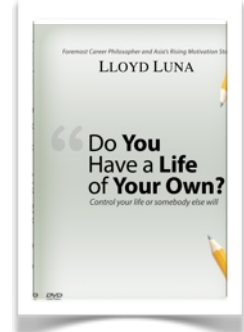
↳ The Internet Marketing Handbook: Principles and Strategies for Corporate Sales, Personal Branding, and Business Success

It was published in 2010. It introduces the hidden language of the Internet as well as simple ways of using the Internet to build your brand, create your own market, and sell your products in the world wide web.



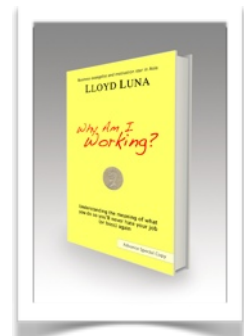
↳ Do You Have A Life of Your Own? (DVD Edition)

A DVD lecture for people who have been getting sick and tired of what they're doing. It gives you some gems of wisdom in finding out some ways to handle difficult situations and turn one's life around.



↳ Why Am I Working?

Understanding the meaning of what you do so you'll never have to hate your job (or boss) again is for working people who'd like to make their working life easier and more productive. It can help businesses to improve and develop their human resource to achieve and produce more.



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Most Recent Speaking Portfolio in Asia

31st Manila International Book Fair (Philippines)

The Manila International Book Fair (MIBF) is one of the longest-running book fairs in Asia. For three decades now, the event has continuously contributed to the reading awareness of the Filipino people.

Guerrilla Entrepreneurship (Malaysia)

Guerrilla Entrepreneurs is a first-of-its-kind conference for 21st century entrepreneurs, SME owners, start-ups, ambitious Gen-Y professionals, network marketers, highly driven students, visionaries, rebels and life enthusiasts! For more information, please visit: <http://www.geseries.com>

Asian Publishing Convention (Vietnam)

Publishers are very busy people and have little time or opportunity to meet face-to-face with the digital world. APC pulls the digital talent together for publishers to test their ideas, enlarge their understanding and ask the questions that bother them about the monetizing potential of digital engagement. For more information, please visit: <http://www.publishingconvention.com>

Global Brunei 2010 (Brunei)

Coinciding with Asia Entrepreneurship Awards 2010, Global Brunei 2010 is a forum dedicated to the awardees or their company representatives. Entrepreneurship is an art form and the speakers share their stories and lessons learned during the convention.

Championing Secretarial Administrative Excellence (Malaysia)

Organized by Thomvell International, a training and development company based in Kuala Lumpur.

Asia Internet Congress (Philippines)

A gathering of internet marketing specialists aiming to learn more about the Internet as a new platform to promote their products and services.

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Work Experience

President and CEO, The LLOYDLUNA Communications — 2005-present

Founded a 5-year-old publishing and consultancy company at age 23; started with a P10,000 (approx. \$200) or less capital, only enough to register the business; first held his office in his room with no telephone and no Internet connection and fax machine; Wrote and self-published eight (8) books; spoke to more than 300 events in the last 5 years; consulted to small and medium businesses; has grown the client base from zero to 320 companies since the company founding.

Founder, Professional Speakers Association of the Philippines

Founded the Philippines' largest network of professional speakers doing corporate and non-corporate talks, training, and seminars.

Television Host, Creative Business with Lloyd Luna, Global News Network Ch. 21 (See <http://creativebusinessstv.com>)

A weekly television show for business leaders, CEOs, and entrepreneurs.

Consultant, Great Image Services, Inc. (Head Office) — 2009-present

In charge on the Internet marketing of the company; comments on marketing materials before they go public;

Consultant, Daily Apple Store.com (Bacolod) — 2009-2010

In charge on the overall Internet marketing strategy;

Consultant, Tieline and Merger Suits — 2009-present

Created the company's Operations Manual; conducted the first-ever team and capacity building in 20 years; communicated the company owner's vision;

Consultant, Bobson Jeans — 2007-2009

Write and/or edit press releases for the brand; wrote occasional speeches of the company owner;

Consultant, Department of Education (Head Office) — 2007-2008

Youngest consultant; Worked directly at the office of the executive director; assisted on events conceptualization and programming; handled event design collaterals including posters, tarpaulins, logos, and publications

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Web Consultant, Philippine Center for Entrepreneurship (GoNegosyo) – 2006-2008

Conceptualized and developed the original Gonegosyo.net

Technical Assistant, Office of the President of the Philippines – 2003-2004

Designed and implemented some communication strategies of the Strong Republic vision; Implemented seminars and fora in provinces and major cities; organized youth groups in strategic provinces; made the unpopular president rank first in surveys on youth vote weeks before elections

Marketing Officer and Newspaper Correspondent, The Manila Times School of Journalism – 2003-2005

Helped market the newly established school of The Manila Times; made communication strategy to high school institutions that increased enrollment;

Education

Polytechnic University of the Philippines, Manila
BS Electronics and Communications Engineering, 2004

Skills

Written and Oral Communications, Speech writing; Idea Generation, Meeting Facilitation; Corporate Event Hosting; Corporate Planning, Training and Meeting Facilitation; Translating Vision to Action; Planning Change; Designing Marketing Materials; Branding; Brain Conditioning; Personal Development Coaching; Team and Capacity Building;

Clients

ABS-CBN, JRS-Express, Thomson-Reuters, Franklin-Covey, Canon, Globe Telecom, Smart Communication, Julie's Bakeshop, Cebuana Lhuillier, Bear Brand, Unlit Nutritionals, British Council, Cebu Holdings, RFM Foods Corporation, Reyes Haircutters, Potato Corner, Microtel, Johnson&Johnson, Honda, AXA Life, Sun Life Financial, Sykes, Medicaid, Development Bank of the Philippines, Sunpower, Makati Changer-La, Philippine Airlines, Robinson's Land, Jobstreet.com, Unilever, Fortune Tobacco, Agility Logistics, Celine Marketing, Dizon Farm, Emerson Electric, Kia, Philamlife, Philippine National Bank, Tieline, Merger Suites, Office of the Supreme Court Chief Justice, and Senate of the Philippines among others. Please see lloyd luna.com/clients for some more lists.

Reference

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