

# Lowes Philippines announces new management structure with digital at its core

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As part of its ongoing transformation to become future-fit for its clients, Lowe Philippines announced a new management structure today that integrates interactive capabilities within the core of the agency functions.

The creative department now houses a creative technology unit. The unit, composed of developers and project managers, brings to Lowe both client and server-side technologies, object-oriented programming, CGI programming, and the ability to develop for multiple mobile platforms.

"The ability to evolve quickly and smartly has to be in the agency's DNA. We need to have a culture that embraces change to provide greater value to our clients by adding more skill sets. Our new management team is committed to getting the right skills and services in place," says Leigh Reyes, Lowe Philippines President and CCO.

To boost operational efficiencies, an outsourcing model will be used for certain administrative functions and broadcast production.

Key management appointments have been made. Mike Trillana, formerly a business unit head, has been promoted to Vice President for Business Operations and Development. Trillana says, "Part of my new assignment is to see the big picture, and act on it. For the sake of our clients' businesses, we need to be alert for innovations and time-sensitive opportunities, so as not to miss them in the rush of day-to-day requirements." The agency's strategic planning group is now headed by Viboy Palillo, a Lowe alumnus with a decade's experience in planning across multiple categories, from fast-moving consumer goods to mobile brands.

At Lowe's retail marketing arm, Open, Business Director Alan Fontanilla has been promoted to Managing Director. With this, Fontanilla will spearhead Open's growth, and be a part of Lowe Philippines' Executive Committee. "Open's continuing success is a direct result of more and more clients seeing the relevance of shopper marketing and activation that influences shopper behavior," he comments. "We are also seeing technology and retail coming together in more interesting ways than ever before."

Rupen Desai, President Lowe Asia-Pacific says, "Lowe Philippines has led the market on the interactive front for some time now. The new structure allows us to be leaner and fitter for a digitized marketplace."

"There's a saying. 'Program or be programmed.' It's much better to take charge of change. I'm sure our clients will benefit from this transformation, today and in the future," says Reyes.