

## AARON PALILEO

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Aaron Palileo is a management practitioner and educator. He is the co-founder and Managing Director of Bootleg Innovation Design, a consumer insighting & creative strategizing company. Before Bootleg, he founded iDEYA Creativity & Innovation, a training and consulting firm focused on helping organizations transcend their existing management practices. He is also an Associate Guru at the ACE Center for Entrepreneurship and a professor at the Master in Corporate Entrepreneurship program of Ateneo Graduate School of Business and a lecturer at Ateneo De Manila University. As a management educator and consultant, he has worked with URC, Ayala Malls, Avida Land, Johnson & Johnson, PepsiCo, DKT Philippines, PLDT SME Nation, Max's Group of Companies and several small to large organizations. He continues to conduct interviews of creative practitioners and extensive research on whole brain management, creativity and innovation.

He is an experienced marketer, having brand-managed Clipper Lighters, Bic Lighters, Chupa Chups Lollipops, Smint Mint, Gingerbon Candy, Freixenet Wines and other multinational brands. He is also a photographer who has exhibited his works in some of the country's top art galleries. He earned his MBA from the Asian Institute of Management, with a double major in Marketing & Entrepreneurship and took AB Interdisciplinary Studies (Minor in Business & Communications) at Ateneo De Manila University.

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## PAOLO ABELLA

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Paolo Abella is the co-founder and Executive Creative Director of Bootleg Innovation Design, a consumer insighting and creative strategizing firm. He is a filmmaker who has directed TV shows, corporate videos and documentary films. He's the co-founder of SimpleTruth Production and used to work for Unitel Productions. Paolo was the director of Star World's "The Source" and Channel "Encore". He has directed advertisements and AVPs for popular brands like Samsung, Heads & Shoulders and Bench, as well as non-profit organizations like Teach For The Philippines and Ramon Magsaysay Awards.

Paolo directed "Jose Rizal: The First Hero" a short documentary on the Philippines' national hero, which was featured in History Channel Asia. He also worked for GMA 7 and ABS-CBN 2. Paolo graduated from New York Film Academy and went to the University of the Philippines' Department of Fine Arts.