



**Howard Lance Uyking** has been in the field of marketing for 9 years. A graduate of Communications Technology Management at the Ateneo de Manila University, he started his career in the Telecommunications industry, developing products and communication campaigns for Sun, Smart and Globe.

In 2016, he started a career in public service under the Presidential Communications Operations as the branding and communications head of the ASEAN 2017 Chairmanship of the Philippines.

He eventually become the Director of the Bureau of Communications Services to promote the programs and projects of the administration.

In October 2018, he was appointed as Assistant Secretary for Branding and Marketing Communications for the Department of Tourism and relaunched the "It's More Fun in the Philippines" campaign with a focus on environmental and cultural sustainability.