



INDUSTRY CANDIDATES



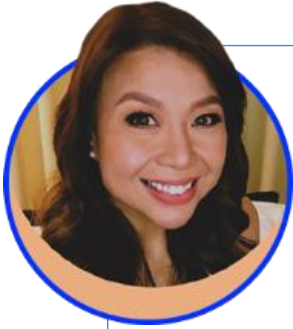
MARLA RAUSCH

President & CEO, Animation Vertigo Asia

Marla D. Rausch founded Animation Vertigo in the US on December 2004, and Animation Vertigo Asia in Manila on April 2008 to provide motion capture animation to leaders in film, television and video games. Since its founding, Marla and Animation Vertigo continues to set the standard in motion capture external development. Considered a trailblazer in motion capture outsourcing industry, their roster of projects include leading video games such as Call of Duty®: by Activision®, Beyond: Two Souls and Detroit: Become Human™, from Quantic Dream™, Injustice and Mortal Kombat X from NetherRealm, and critically acclaimed Hitman by IO Interactive, as well as various sports titles from EA like Madden, NBA Live and FIFA to mention just a few. They've also been involved in a host of huge film blockbusters. In addition to raising the motion capture and animation industry bar, Marla is also passionate about giving back to organizations, particularly those that support the entrepreneurial spirit and STEAM (Science, Technology, Engineering, Arts and Math) to mentor girls and women. Throughout the last 17 years, she has participated in educational field trips, speaking opportunities and one-on-one mentorship. In the Philippines in particular, Marla has been passionate about raising the level of 3D animation in the industry and exposing more animators to the emerging technologies being used in the animation industry. She has been invited to speak in various schools, invited industry professionals from the US, Canada, UK and Australia for various conferences, as well as assist in organizing industry events in the Philippines. After years of service work, Marla has been involved in working on creating new IP and is dedicated to supporting the creation of new animated content in the future. Today, Marla is a member of the Motion Capture Society and the International Game Developers Association, as well as the Women in Animation and Women in Gaming International. In the Philippines, she is a member of the Animation Council of the Philippines (ACPI), the Game Developers Association of the Philippines (GDAP), and the Creative Content Creators Association of the Philippines (SIKAP).

Intended Actions, Programs or Platform for ACPI:

- Work towards implementation of training programs and workshops for 3D animation and emerging technologies to ensure the Philippines keep working towards improving the industry's skill and knowledge;
- Work towards introducing ACPI to the various cities in the country, not just in Luzon through education reach-out, inviting speakers for talks, workshops and through meetings with various local animation guilds or groups;
- Increasing value-add for ACPI for its current members as well as give reason for more companies to join ACPI so that more government and education/training access is provided to the industry;
- Externally, as I'm based outside the Philippines, work towards representing ACPI in various conventions and conferences I already attend to further spread recognition of ACPI and find opportunities for networking and collaboration.



MARIA ELLENOR ESTRADA

President and Creative Director, Ideasquest, Inc.

Ellen Estrada has always been passionate about the Arts and its many forms, and believes it has the power to create a positive difference in the society. Her works have been a testament to this passion. At 24, she started a community theater group for out-of-school youth using the knowledge and skills she acquired as a Junior Member of PETA (Philippine Educational Theater Association) and as a Scholar of the Actor's Workshop Foundation. Her community theater group would eventually be recognized in the 2004 National Theater Festival for the Musicale, "Silang Mga Bata," written and directed by Ellen. From performing arts, she took the leap to visual arts and wrote the film, "Emergency" of the Shake, Rattle, Roll X franchise, an official entry to the 2008 Metro Manila Film Festival where she consequently got nominated for the best screenplay in the said festival. In 2012, she co-founded IDEASQUEST, INC., an advertising boutique and animation studio.

A proud moment for Ideasquest is when it made the Official Laos Tourism Film, "Finally found love, finally found Laos" which Ellen conceptualized and wrote. This Laos Tourism Film was recognized in several European TourFilm festivals and eventually won 4th place Best Tourism Film in the World in both the Zagreb Film Festival in Croatia and the Baku Tourfilm Festival in Azerbaijan in 2014. Juggling between brand marketing campaigns and directing TVCs, Ellen started writing IPs. "The Maze of Hills" which tells about Filipino heroism was presented in the 2018 Kre8tif Malaysia; and "PAWI" a story of friendship, love for one's nation and environmental conservation. True to her belief of using Art to make a difference, she created "Musikwela Kids TV," an online educational platform that uses both animation and live action to educate Filipino children about our culture, values and love for our country.

Musikwela Kids TV is already being shown in some public and private schools but gained more relevance due to the advent of online classes. Ellen received her education at the Pamantasan ng Lungsod ng Maynila, Bachelor of Mass Communication, graduating with distinction (CUM LAUDE). She is also a licensed Secondary English Teacher and Marketing Diploma Graduate from the Ateneo Graduate School of Business – Center for Continuing Education. Ellen is currently the President and Creative Director of Ideasquest, Inc.

Intended Actions, Programs or Platform for ACPI:

Further Promote Original IPs to encourage more Filipino animators to tell their stories

- Encourage collaboration between ACPI members/studios to produce a short film that tells about how animation really started in the Philippines (peg. Ted- Ed) that will be available online for everyone to see, thus, educating the public and encouraging more love & respect for Filipino animation and animators
- Help expand Animahenasyon Awareness to untapped markets and even non-animators to help drive pride for Filipino animation into Filipino hearts.



JUAN MIGUEL DEL ROSARIO

President, MORPH Animation “Toon City”

President, Animation Council of the Philippines (ACPI): 2015 - 2021 President and CEO, Morph Animation Inc. (Toon City) President, Philippine Paper Manufacturers Association Inc. Board Member and Treasurer, IT & Business Process Association of the Philippines Board Member, Araullo University, Cabanatuan Nueva Ecija Board Member, Microtel Inns and Suites Pilipinas Inc.

Intended Actions, Programs or Platform for ACPI:

Being ACPI President for the past six years I will be happy to share my experiences and help guide the new Board and its officers in executing a fresh and forward looking vision to make ACPI more relevant to the industry and the country.



MARILYN MONTANO

CEO, Team App Inc.

Backed by years of experience in creative management with particular focus on the field of animation, Marlyn has successfully led and operated Holy Cow Animation, a company founded in 1999 by her and husband, Dani Montano who’s the Chief Animator . In 2013, TeamApp, Inc. was founded by both Dani and Marlyn to cater for both animation and gaming industries.

Marlyn has a Master’s Degree in Entrepreneurship from the Asian Institute of Management in Manila, Philippines.

Marlyn is affiliated with the Animation Council of the Philippines Advertising Supplier’s Association of the Philippines, a Consultant for IBC 13, and a Part-time professor at the University of Makati.

Intended Actions, Programs or Platform for ACPI:

I intend to continue working closely with the activities and programs that has in place. One of the main focus is DICT’s Upskilling Program that I have started working on. I will also work on getting the concerns of both sectors, industry and education, to put forward their agenda in getting best education in animation that will help close the gap between academe and industry.

NON – INDUSTRY CANDIDATES



WEENA ESPARDINEZ

Chairperson, iAcademy

I am the animation chairperson of the School of Design and the Arts at iACADEMY. I have been in the academe for more than 30 years, and with iACADEMY for 11 years. My most important achievement in the school so far was making iACADEMY the first Toon Boom Center of Excellence in Southeast Asia.

I am also an artist, working with watercolors, acrylic, and fabric art installations, currently taking MFA units at the University of the Philippines, College of Fine Arts. I am also a member of Kasibulan Women Artist Group.

Intended Actions, Programs or Platform for ACPI:

- Help in drafting a proposal for a CHED CMO for Animation Programs with the collaboration of other HEIs offering animation.
- Consult with animation studios as to the needs of the animation industry, and revise the curriculum based on those needs.
- Collaborate with other HEIs on the improvement of the animation programs considering the students are the future industry.



MANRIQUE D. ORELLANA, JR.

Director, Mowelfund Film Institute

RICKY ORELLANA has worked variously as director, animator, film editor, sound recordist and art director on short and feature films, and documentaries. He began to make films while studying architecture at the University of Santo Tomas, and made experimental films at a workshop by German filmmaker Christoph Janetzko. His representative work is Sa Maynila, which won the Best Documentary award at the 3rd Gawad CCP para sa Alternatibong Pelikula at Video in 1989, and Best Student Film Documentary at the 8th FAP Student Motion Picture Awards in 1990. He also directed the documentary films on Philippine National Artists Arturo Rogerio Luz and Maestro Lucio San Pedro.

He is a board member of the Animation Council of the Philippines (ACPI) and the Samahan ng mga Filipinong Arkivista para sa Pelikula (SOFIA). He taught part time at the College of Saint Benilde School of Design & Arts handling Experimental Animation and Scriptwriting for Animation and also taught part time at the iACADEMY handling Storytelling subject. He is currently the Mowelfund Film Institute Director and the Head of the Mowelfund Audiovisual archive. He received a SEAPAVAA Fellow award at the 21st Southeast Asia-Pacific Audiovisual Archive Association Conference held in Manila last April 2017.

Intended Actions, Programs or Platform for ACPI:

- Continue the mission, vision and objectives of the Association.
- Continue to find alternative ways to encourage the production and promotion original Filipino IP.
- Continue to help the Association achieve its financial sustainability to carry on its programs and activities.



MARY ACEL GERMAN
Dean, University of Makati

MARY ACEL D. GERMAN Dean, College of Arts and Letters University of Makati An Academic by profession, an Anthropologist by education, an Animation fan by heart, German holds 16 years of solid experience running the animation program of a government University. She served as Executive Director of the University of Makati's (UMak) Center for Performing and Digital Arts (CEPDA) from 2005-2013. CEPDA evolved into the Center for Broadcast and Digital Arts (CBDA) in 2014-17. She continued to helm the unit as Dean until it grew to become known today as the College of Arts and Letters (CAL). During her leadership, she brought Umak's animation curriculum into what used to appear like a run-of-the-mill program into one of the country's most competitive. She holds a Master's Degree in Anthropology and is currently finishing her Doctorate Degree in Executive Leadership. She prefers to be called, by her friends and colleagues, as Acel.

Intended Actions, Programs or Platform for ACPI:

Embodying the UMak's vision to fortify industry-academe partnership, I commit to the following:

1. Team-up with the industry to bridge talent/training gaps;
2. Rally the academic member-institutions for mutual assistance such as but not limited to:
 - a. Benchmarking, sustained dialogue, resource sharing, etc.;
 - b. Advocate for the enhancement of the existing Animation-related CHED Memorandum Orders (CMOs), or the creation of a new one;
 - c. Call for the representation of ACPI member institutions in the accreditation of animation programs; and
 - d. Encourage active involvement of the industry in the design of the animation curriculum.



LEONIDA ONA
Chairperson, De La Salle – Lipa

A mother and an Art educator for 18 years, Leonida Ona received her education at the Philippine Women's University with a Master's in Fine Arts and Design and defended her thesis proposal in Masters in Educational Management. She also holds a Bachelor's in Fine Arts major in Advertising from Far Eastern University as student scholar. Her previous job is in ABS-CBN as production and graphic artist for a couple of years behind educational TV shows such as Hirayamanawari , Epol Apol, Sineskwela, Bayani and Matinik and yet she finds her vocation or calling in the academe. Leonida is currently the new Chair of Multimedia Arts Department of De La Salle Lipa as a full time instructor. She has been in the academe for several years teaching art history, painting, graphic design, advertising and art theory at Batangas State University and Far Eastern University. To fulfill her duty as an art educator she had joined the Adobe Educator Leaders international last year and become an official member of adobe creative educator.

Intended Actions, Programs or Platform for ACPI:

- Bring ideas to reach more State Colleges and Universities with programs related to Arts and Design to join ACPI
- Program: Regional Animation Festivals / competitions addressing UN Sustainable Development Goals and Social innovations



OMAR AGUILAR

Chairperson, Ateneo de Naga University

Omar Panuel Aguilar started his career path in animation when he decided to shift and took up a Bachelor of Science in Digital Illustration and Animation degree course at the Ateneo De Naga University in 2001. As a student, he already distinguished himself as a no-nonsense animator; therefore it was really no surprise that he and his team won two major awards at CITEM's Animazing Shorts in 2005 notably winning the 1st and 2nd prize for GOAT IT and THE MAN WHO WANTED TO FLY respectively. As a result of this achievement, the French Embassy chose him to be the Philippine representative to the First International Digital Media Meeting [Première Rencontres Internationales des Médias Numériques (PRIMN)] in Paris, France from July 1 – 22, 2005. Later on he became a full time instructor in his Alma Mater at the Department of Digital Arts and Animation when he decided to teach in 2009.

There he would inculcate meaningful and relevant themes to his students when he assigns them to make their own animation projects. He started directing OLI IMPAN in 2010; which was an animated film adaptation of Alberto S. Florentino's short Filipino play in English. The film is miles ahead in terms of its scale and ambition if compared with his early works, and as expected, it received the "Best Regional Entry" and "Special Jury Award" at Animahenasyon 2012. It also bagged the 2nd Prize and again "Best Regional Entry" at the Gawad CCP Para Sa Alternatibong Pelikula At Video that same year. To top those achievements, he finished his Master of Computer Graphics and Animation at the Ateneo De Naga the following year. And 2013 proved to be another lucky year for him when he recently won several awards for his animated short film ANG LALONG NI KULAKOG: "Special Jury Prize" at the short animation category of the Metro Manila Film Festival's New Wave Section, "Best Animated Short based on a Philippine Folktale" at Animahenasyon 2013, and "Honorable Mention" at the Gawad CCP Para Sa Alternatibong Pelikula At Video. Indeed the totality of his burgeoning work and his continuing influence will reveal the world of Omar P. Aguilar, the inspiration and imagination which makes his animated works personal and unique. He is now the current department chairperson of the Digital Arts and Computer Animation.

Intended Actions, Programs or Platform for ACPI:

1. Collaborative activities between industry and non-industry sectors for streamlining processes
2. ACPI Additional training and support for Education Sector
3. ACPI exposure and additional linkages to freelancers and other studios