

**Giancarlo A. Pacheco**

B.S. Organizational Communications

Minor Marketing

**Contact Information**

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Giancarlo Pacheco is President and co-founder of PLAN C Group Inc, a holdings company servicing the Asian American community based in Los Angeles with business units in marketing (PLAN C Agency), production (CGN), entertainment (Catch Adventures) and talent management (PLAN C Management). Giancarlo is a graduate of San Francisco State University and holds a B.S. in Organizational Communications & Minor Marketing.

Over his career, he has been active in various capacities with several professional organizations, including President of the Filipino United Student Organization, Board Member of Northern California Filipino American Student Organization and a member of Zeta Chi Epsilon.

He is known for pioneering Asian Pacific American (APA) events in San Francisco by co founding Climax Global Network in 1995, one the largest Asian Pacific American events production companies in the United States.

Giancarlo's primary responsibility is managing PLAN C Group's marketing business unit, PLAN C Agency with over 15 years of experience and his clients include Verizon, Gilead, Lionsgate, Diageo, Anheuser Busch, Samsung, Fox as well as many others.

Giancarlo also serves on the board of LEAP, Leadership Education for Asian Pacific's and 3AF, Asian American Advertising Federation.