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EXECUTIVE SUMMARY:

27 years in the ICT industry. Proponent of driving innovation by enabling secure digital transformation. Enabling enterprise customers navigate the complexities of digital transformation by delivering impactful outcome-based solutions to drive business growth and operational efficiency.

I have excelled in leadership, strategy, solution selling, consulting, partnerships, services delivery, brand management, customer relationship management, finance, operations, and business development in both multinational and local settings.

I have been in various Management roles (with profit and expense metrics) - mentoring and transforming teams toward a consistent achievement of key performance metrics. The execution of these key performance metrics is imperative to achieve strategic business growth and achieve operational cost targets towards healthy earnings after taxes.

I have been responsible for building high performance teams, developing strategy on solution selling, and building reliable and efficient operations and delivery teams.

WORK EXPERIENCE:

ePLDT

Vice President and Chief Sales Officer (Nov 2023 – Aug 2025)

- Reports to the President and CEO
- With Profit and Expense metrics
- Transformed the organization of the Sales and PreSales teams from sell-all, per industry coverage to an organization of six (6) Centers of Excellence (COE) pillars that will enable enterprise customers innovate through secure digital transformation.
- The COE pillars are Hybrid MultiCloud Infrastructure as a Service, CyberSecurity services, Data&AI services, Managed Services, Software as a Service, Contact Center as a Service.
- Total team composition of 45 full-time employees -- 5 are People Managers, handling teams of Solution Consultants with specific pre-sales and sales metrics.

Achievement:

- 2024 year on year revenue growth of 26%.
- 2025 Q1: quarter on quarter revenue growth of 32%.

Crayon Philippines

Director of Sales (Feb 2023 – Nov 2023)

- Reported to the Managing Director / Country Manager
- With Profit and Expense metrics
- Tasked to lead a team of key sales managers - helping and managing customers in their digital transformation strategy and execution (Multi-cloud Services solutions approach).
- Tasked to develop strategy on how to market, generate leads, and sell a portfolio of digital transformation services solutions.
- Transformed the mindset of the team from license box pushing to solution selling (services-led selling).

Achievement:

- 1st half 2023 achievement of 103%.

Micro D International (MDi)**Director of Sales (Feb 2021 – Jan 2023)**

- Reported to the Chief Customer Growth Officer
- With profit and expense metrics
- Tasked to lead a team of account managers managing Telco, Government agencies, Fintech.
- Tasked to develop strategy on how to market, generate leads, and sell a portfolio of digital transformation Services solutions (Multi-cloud, API, network security, DevOps) in the assigned industries.

Achievements:

- 2021 Revenue growth of 15% year on year.

True Digital Philippines, Inc.**Head of Digital Solutions (Jun 2020 – Jan 2021)**

- Member of Country Management Team.
- Tasked to recruit and lead a team of five (5) people.
- Tasked to develop strategy on how to market, generate leads, and sell a portfolio of digital solutions that has value propositions in the industries of Hospitality, Retail, Healthcare, Manufacturing, Food, and Agriculture.
- Tasked to establish strategic partnerships in order to increase the viability and differentiation of the company's portfolio of digital solutions.
- Tasked to develop and execute processes towards operational discipline to ensure achievement of revenue and expense metrics.

Signify Philippines, Inc. (formerly Philips Lighting, Inc.)**Head of Sales****Systems and Services, VAP, LiAS (Nov 2018 – May 2020)**

- Member of Country Management Team.
- With Profit and Expense metrics
- Tasked to strategize, manage and lead a team of six (6) people selling end-to-end, cloud-based, IOT solutions portfolio that can help customers (e.g. government, private offices, manufacturing/warehousing, retail, hospitality, real estate developers, etc.) solve their business pains on maintenance, asset management, monitoring, data insight, project management, lifecycle services.
- Responsible for ensuring that weekly revenue forecasts are met and weekly sales operational metrics are achieved by the team towards a healthy monthly skew with quarterly reckoning of business results.
- Expense metrics are monitored to ensure that any deviation from KPI's are addressed and resolved urgently.

Achievements:

- 2019 Revenue growth of 14% year on year.
- At least 200% growth year on year in validated sales pipeline logged in Salesforce in 2019.

IBM Philippines, Inc.**Country Sales and Engagement Manager****Technology Support Services, Global Technology Services (March 2015 – Oct 2018)**

- Tasked to strategize, manage and lead a team of Thirteen (13) people selling a solutions portfolio of Technology Support Services (TSS) namely (1) Multi-Vendor Services (MVS) which is a solution suite of non-IBM software and hardware services (e.g. data center services, branch support services, virtualization/cloud services, banking solution services, vendor management, project management, etc.) that are customized to solve customer business pains and (2) IBM software and hardware services.

- Responsible for ensuring that weekly revenue forecasts are met and weekly sales operational metrics are achieved by the team towards a healthy monthly skew with quarterly reckoning of business results.
- Expense metrics are monitored to ensure that any deviation from KPI's are addressed and resolved urgently.
- Meets with the delivery team (virtual team of Service Delivery Managers and Field Engineers) on a weekly basis to discuss operational processes and concerns i.e. customer complaints and any challenges/difficulties in meeting service level objectives of existing contracts. The weekly discussion also probes on how to improve service level objectives of contracts that are up for renewal. The goals are (1) to increase customer satisfaction to ensure repeat business and (2) to ensure that project costs are monitored and within budget.

Achievements:

- 2017 Annual Revenue achievement of 106%.
- The team was able to grow quarterly signings and quarterly revenue consistently for eight quarters.

TIM Engineering Systems Solutions Corporation

General Manager

Virtualization/Cloud Solutions and Services Group (March 2013 – February 2015)

- TIM Engineering Systems Solutions Corporation (TIMEng) is one of seven companies of Zenutna Holdings. TIMEng is a company engaged in Services Integration with specialization on virtualization/cloud solutions and services.
- A Member of the Management Committee reporting to the Executive Director. The Executive Director reports to the Chairman of the Board.
- Responsible for a team of Fifteen (15) people that manages various end-customers (banking, telecommunications, utilities, manufacturing, distribution, retail, etc.) and various channel partners (software, hardware, and services).
- Responsible for ensuring that revenue and expense budgets are met to secure profitability.
- Met with the Technical Support Team every other week to ensure that the required service level objectives stipulated in the service contracts are achieved, executed within budget, and performed for utmost customer satisfaction.
- Reports company performance to the Board of Directors.

Achievements:

- Generated more than two million US dollars of validated sales pipeline in the first six (6) months of operations.
- The Company became a VMWare managed partner in less than one year of operation due to high growth in validated sales pipeline and closed sales.

IBM PHILIPPINES, Inc.

Country Manager

Business Partner Organization (April 2011 - February 2013)

- Member of the Senior Leadership Team (management committee) reporting to the President and General Manager
- Tasked to strategize and lead a team of Thirteen (13) people that managed an Ecosystem of Business Partners (Channels) selling IBM hardware, IBM software, and IBM services.
- Responsible for ensuring that weekly revenue forecasts and weekly sales metrics are met towards a healthy monthly skew with quarterly reckoning of business results.
- Responsible for ensuring that IBM Business Controls Guidelines are observed and executed with zero tolerance to defects in execution.

Achievements:

- 2012 Philippines sales achievement of 104%, 25% year to year growth
- 2012 #1 Philippines in year on year business growth across ASEAN countries

IBM PHILIPPINES, Inc.**Client Sales Manager****Software Group (February 2010 - March 2011)**

- A customer facing role tasked to cover and maintain excellent business relationships in two (2) sets of IBM identified cluster accounts namely Telecommunications/Utilities sector (e.g. Globe, Smart, PLDT, Digitel, Sun Cellular, Meralco, Bayantel, ABS-CBN) and Industrial/Distribution sector (e.g. Amkor, IMI, PAL, Cebu Pacific, Petron, EDC).
- Ensured that all IBM Software sales opportunities (in all five pillars namely Websphere, Tivoli, Information Management, Rational, Lotus) in the cluster accounts are progressed (from opportunity identification to release of end-user purchase order) by engaging relevant IBM internal resources (both local and foreign) and business partner resources.
- Tasked to lead and formulate sales strategies to ensure that IBM Software gets top of mind in all customer engagements.
- Reported to the Country Manager, Software Group, IBM Philippines, Inc.

Achievements:

- 2010 sales achievement of 161%.
- First multi-million dollar (US\$) Channel Special Deal/Enterprise License Agreement signed with Globe Telecom

IBM PHILIPPINES, Inc.**Business Partner Manager****Business Partner Organization (December 2004 - January 2010)**

- Managed a multi-million dollar (US\$) portfolio of three (3) Core Business Partners (Solution Providers).
- Acted as sales consultant by helping/coaching Business Partner sales representatives in identifying opportunities in their respective customer segments (mostly in Banking, Telecommunications, and Government) and likewise assisted them in the progression and closure of these opportunities by formulating and executing specific sales strategies.
- Conducted quarterly business reviews with the management of Business Partners to ensure that good practices are maintained and areas for improvement are addressed with specific timelines and owners.
- Ensured that an excellent working relationship is maintained between IBM and the Business Partner by helping the BP navigate through IBM's internal processes and making the BP understand that winning with integrity is key to both parties' mutual success.
- Did joint calls with Business Partners to end customers on a regular basis.
- Reported to the Country Manager, Business Partner Organization, IBM Philippines, Inc.

Achievements:

- Golden Circle Awardee 2007 (160% annual sales achievement), 53% year on year growth
- Consistently achieved year on year business growth of at least 8%

MICROSOFT PHILIPPINES**Business Manager****Commercial OEM (COEM) Group (January 2002 - November 2004)**

- Headed the COEM Group managing four (4) people.
- Managed a channel ecosystem of three (3) Distributors, twenty (20) Gold Tier1 Partners, one hundred (100) Managed Tier2 Partners, and two hundred (200) unmanaged Tier3 Partners.
- Conducted monthly licensing trainings across the archipelago to ensure that the Partners and their customers understand the importance of legal software as well as how Microsoft plays a major part in the overall IT infrastructure/business.

Achievements:

- Grew average monthly COEM revenue of US\$0.3M in 2001 to an average monthly revenue of US\$1.1M in 2004
- Grew channel breadth from 150 COEM business partners in 2001 to 300 COEM business partners in 2004.
- Grew end customer penetration of legal COEM Microsoft software from 15% in 2001 to 45% in 2004.

TECH PACIFIC PHILIPPINES

Business Manager for Telecommunications Business (March 2000 - December 2001)

- Headed the Telco group managing five (5) people with an average monthly sales revenue of US\$0.60M
- Tasked to ensure that monthly P&L targets are met – maximum revenue at the least cost possible.
- Ensured that an excellent working relationship is maintained between Tech Pacific and the big three Telecommunication companies namely PLDT, Smart, and Globe

Achievements:

- Grew monthly revenue from US\$0.25M in Feb 2000 to US\$0.60M in Dec 2001.

TECH PACIFIC PHILIPPINES

Product Manager (June 1997 – February 2000)

- Managed a pool of networking products and antivirus products (namely Cabletron, Nortel, Network Associates) with an average monthly revenue of US\$0.4M
- Ensured that these products are ubiquitous in the market and are sold to accredited channel partners in the archipelago.

ISLA COMMUNICATIONS, Inc.

Planning Officer (May 1995 – May 1997)

- Was part of the corporate planning team that convinced Deutsche Telecom to become the second strategic partner of Isla Communications.

SUBIC BAY METROPOLITAN AUTHORITY

Trade and Business Associate (May 1993 – April 1995)

- Helped and supported the Chairman in his various tasks to sell to investors (local and foreign) the potential of Subic Bay Freeport Zone as a viable investment hub in Asia.
- Was able to sign up eleven (11) investors to locate in the Subic Bay Freeport Zone.

EDUCATION:

Ateneo Graduate School of Business
Masters in Business Administration (MBA)
Regis Program units

Ateneo de Manila University
ABIS Major in Management Engineering

La Salle Green hills
High School

REFERENCES:

To be furnished upon request.