

## PROFILE AND HIGHLIGHTS

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**ACCOMPLISHED TECHNOLOGY GENERAL MANAGER** with practical experience spanning start-up & incubation, strategy, sales & relationship management, professional services, and operations. Extensive experience within Financial Services and Online Advertising.

- Double-digit growth of multi-million US dollar portfolios across banking, payments, and online advertising.
- Spun-off and administered a managed services company, yielding high growth and a majority portfolio sale.
- Directed the post-acquisition integration of a white-space payments industry investment alongside P&L responsibility.
- Conducted investment analysis, acquisition target assessment, and acquisition recommendation for one of the world's largest medical devices companies.

**DYNAMIC SALES-ORIENTED EXECUTIVE** with a unique mix of commercial and operations background.

- Secured several 'first-time deals' and coordinated pilot delivery capability.
- Proven relationship and consultative sales skills, with efficacy from middle-management to CXO and board level.

**INTERNATIONAL EXPERIENCE** spanning South East Asia, Greater China, South Asia, EMEA, and North America. Has been domiciled in the Philippines, United States, Hong Kong, Switzerland, Malaysia, and Singapore.

## CAREER HISTORY

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### PRIVATE CONSULTING AND PROJECTS

**APR 2015 TO PRESENT**

- Established and co-administers a modest startup investment and incubation company, with interests spanning a direct response marketing platform, a medical teleconsultations platform, a B2B2C ecommerce platform, and an offshore creative services agency.

### SAP PHILIPPINES

**SEP 2014 TO MAR 2015**

*SAP SE ([www.sap.com](http://www.sap.com)) is a world leader providing enterprise software and software-related services across industries.*

#### **HEAD - GLOBAL SUPPORT AND SERVICES, PHILIPPINES & HEAD - SERVICE SALES, PHILIPPINES**

**2014 - 2015**

- Based in the Philippines, Ramon possessed P&L responsibility over SAP's multi-million US dollar services portfolio in the country. His responsibility spanned business transformation consulting, software implementation, software maintenance and support, and education service lines across all industry segments. He directly managed a team covering sales, sales operations, services delivery and education, and indirectly managed a team covering maintenance/helpdesk support.

### WIDE-OUT WORKFORCES, INC.

**MAR 2012 TO AUG 2014**

*Wideout ([www.wideout.com](http://www.wideout.com)) is a global technical services provider catering to the digital advertising and marketing industry. Its client-base includes some of the world's largest advertising platforms, networks, publishers, and agencies. It is the official Philippine training and certification partner for Google Analytics.*

#### **PRESIDENT AND CEO, SHAREHOLDER**

**2012 - 2014**

- Based in the Philippines, Ramon spun-off and administered a multi-million US dollar offshore managed services company catering to the global online and mobile advertising industry. He oversaw the transfer of staff and clients from the originating entity, subsequent company growth to 350 staff, and eventual reorganization of the company following the closing of a majority portfolio sale in Q1 2014.
  - Post-transition portfolio growth of over 2X (YoY).
  - 2013 performance of 16% top-line and 96% bottom-line growth. 2012 performance of 30% top-line and 10% bottom-line growth.
  - Grew online advertising services upstream and downstream, eventually encompassing campaign management, creative and production, 3<sup>rd</sup> party quality assurance and testing, and ad trafficking

services.

- Launched expansionary service lines, which included application development and 3D rendering.
- Implemented company rebranding, which emphasized the value proposition of the company's expanded solution capabilities to its expanded target market.
- Led business development initiatives, attaining status as official training and certification partner for a leading online analytics platform and as local reseller for a customer experience management platform.
- Directed the assessment and evolution of operational metrics, goals, and incentives across departments, which aligned service quality with evolving client and market needs.
- Chaired process analysis and optimization team, which ensured client SLAs were delivered and emerging requirements attended to.
- Spearheaded the development, pilot, and standardized sale of a new services pricing model, which increased margins exponentially alongside improvements in operational efficiency.
- Aligned recruitment and training department with service department forecasts, which accelerated service revenue start dates and reduced opportunity losses due to vacancies.
- Led sales team towards increased run rate revenue and trusted partner relationships.
- Improved revenue booking and recognition, resulting in reliable financial forecasting and management.
- Led management team in designing and establishing a post-transition organization to support aggressive top-line growth and cost management targets.

## **PRIVATE CONSULTING AND PROJECTS**

**OCT 2011 TO AUG 2014**

- Launched a geo-targeting enabled social reporting platform, piloting with a regional oil and gas firm, a Philippine government agency, and in partnership with a major local wireless service provider.
- Launched a location-based, consumer preference enabled mobile marketing service.
- Provided business development consultancy to a publicly listed firm evaluating entry into the BPO industry.

## **FIS**

**FEB 2008 TO SEP 2011**

*FIS (www.fisglobal.com) is the world's largest software and services provider dedicated to banking and payments technologies. FIS is a Fortune 500 company and a member of the S&P 500.*

### **COUNTRY MANAGER, PHILIPPINES**

**2010 – 2011**

- Based in the Philippines, Ramon managed the country sales and administration teams, was executive-on-the-ground for 42 personnel, and was a member of the regional management team. Tasked to stem client and revenue losses, rebuild the sales team alongside regional operating structure changes, and reestablish leadership in the market. Grew multi-million US dollar portfolio by over 100%.
  - Led the business development program for the country's first ATM switch outsourcing operation takeover, covering two top-tier banks and resulting in status as vendor of choice for both banks.
  - Secured a multi-million US dollar renewal with at-risk client, increasing annual revenue by 12%.
  - Executed a sales team refresh, which implemented staff replacement and mentoring, improved market coverage, and increased pipeline cover.
  - Drove the financial and operational integration of a local portfolio inherited through recent acquisition, which improved financial reporting and corrected poor support/delivery services.
  - Steered the regional finance and accounting team towards the generation of country-specific cross-LOB financial reports, which provided visibility of country revenue and intraco expenses.
  - Drafted the prototype market analysis and planning document, which was implemented regionally.
  - Oversaw the reintroduction of FIS into the market to improve brand equity and reverse the effects of poor customer management, constant rebranding, and poor post-acquisition communication.
  - Oversaw the consolidation of a 42-staff office with new local affiliates.

### **REGIONAL DIRECTOR, ASIA & INTEGRATION DIRECTOR, ASIA**

**2009 – 2010**

- Based in Singapore, Ramon managed the regional professional services, technology infrastructure, and Malaysian office administration teams, which were comprised of 64 staff across 9 countries. Ramon was a member of the regional management team. Responsible for multi-million US dollar cost centers, which supported revenues in the tens of millions of US dollars.
  - Spearheaded the consolidation of disparate professional services teams into a single regional unit.
  - Led alignment of regional professional service models with contemporary sales and market needs.
  - Partnered sales and account management teams during top level sales or escalation activities.

- Mediated between sales and delivery teams, ensuring service models met client and company needs.
- Drove creation of a consolidated services team utilization dashboard, which promoted proactive management of all ongoing services and improved group-wide resource allocation.
- Drove the improvement of procurement practices, which reduced average PC spend by 35%.
- Implemented a regional IP-phone system, which reduced interoffice call expenses by 30%.
- Oversaw the renovation of the Malaysian office, which completed on time and under budget.
- Ramon also provided executive assistance and back-up for the regional operations MD. Contributions included closing a critical past due agreement worth several million US dollars and the review/improvement of various sales and account manager deals.

**GENERAL MANAGER, MALAYSIA & INTEGRATION DIRECTOR, ASIA**

**2008 – 2009**

- Hired out of Singapore and seconded to Malaysia, Ramon managed the post-acquisition integration and multi-million US dollar portfolio of a 28-staff payments industry acquisition and was a regional management team member.
  - Increased revenue by over 30% and exceeded targets by 12%.
  - Led the redesign and rollout of administrative, direct/channel sales, account management, product management, implementation, and accounting processes/practices, aligning acquired entity with regional and headquarter operations.
  - Identified and implemented necessary post-acquisition marketing and legal activities.
  - Introduced the new LOB to regional members of acquiring company and vice versa.
  - Managed all LOB-related sales (direct and channel) across acquired and acquiring company teams.
  - Led team which secured the first direct-sale in China and increased sales in Vietnam by 300%.
  - Identified a services profit drain and revised professional services rates to correct this.
- Mentored a Junior Account Manager, based in Beijing, at the request of the regional operations MD.

**IMD INTERNATIONAL**

**JAN 2007 TO DEC 2007**

*IMD International (www.imd.ch) is a Swiss business school which delivers a top-ranked MBA program.*

**MBA CANDIDATE**

**2007 – 2007**

- Based in Switzerland, Ramon provided whitespace research and analysis, acquisition target analysis, and investment recommendations to a leading US-based global medical devices company. Performed additional roles of client and acquisition target liaison in New Jersey and Silicon Valley.
- Based in Switzerland, Ramon provided turnaround consulting to an m-commerce entrepreneur in the UK. Results spanned improved cash flow, sales pipeline management, and a refined strategy, which led to the survival and subsequent sale of the business.

**FIS**

**DEC 1998 TO NOV 2006**

*FIS (www.fisglobal.com) is the world's largest software and services provider dedicated to banking and payments technologies. FIS is a Fortune 500 company and a member of the S&P 500.*

**ACCOUNT DIRECTOR, ASIA**

**2002 – 2006**

- Based in the Philippines, Ramon managed FIS' portfolio of top tier banks in Hong Kong and the Philippines. Grew annual revenue portfolio by over 100%, delivering tens of millions of US dollars in revenue during tenure.
  - Secured the first international sale of a newly acquired branch front-end system. Coordinated business development activities including pilot in-region delivery staffing for the project.
  - Closed the sale of and oversaw the implementation/upgrade of systems spanning retail lending, commercial lending, retail loan collections, retail deposits, customer information systems, general ledger systems, and branch front-end channels.
  - Delivered 100% maintenance agreement renewal and project success rates.
  - Coordinated the evolution of implementation service models with regional professional services managers, which resulted in 2000% service increases in assigned territories.
  - Identified and rectified numerous instances of contract ambiguity and violations, which resulted in several million US dollars revenue from contract expansions and penalties.

**PRODUCT CONSULTANT, INTERNATIONAL**

**1999 – 2002**

- Based in the Philippines and Hong Kong, Ramon delivered technical product expertise on FIS' deposits and customer information systems.

#### **PROGRAMMER TRAINEE**

**1998 – 1999**

- Based in the United States and the Philippines, Ramon completed FIS' US-based Information Engineer Development Program, 1 of 6 ever from the International Division.

#### **CORPORATE INFORMATION SOLUTIONS, INC.**

**JUL 1998 TO NOV 1998**

*Corporate Information Solutions, Inc. (www.cis.com.ph) is a Philippine company and wholly-owned subsidiary of MERALCO providing information technology services and integrated business solutions.*

#### **TECHNICAL ASSOCIATE**

**1998 - 1998**

### **EDUCATION**

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**MBA**

**2007 – 2007**

**IMD INTERNATIONAL (SWITZERLAND)**

**BSC, MGMT. INFORMATION SYSTEMS**

**1994 – 1998**

**ATENEO DE MANILA UNIVERSITY (PHILIPPINES)**

### **PROFESSIONAL TRAINING**

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- Private Accounting and Finance Tutelage (PH, 2006)
- Service-Oriented Architecture Workshop (SG, 2006)
- Rogen Negotiation and Key Accounts Management Seminar (SG, 2006)
- Project Management for Sales and Account Managers (TH, 2005)
- Trends in Banking Technology Workshop (TH, 2004)
- Rogen Negotiating Skills Seminar (TH, 2003)
- ALLTEL Information Engineer Development Program (US, 1999)
- ALLTEL Working Dynamics and Presentation Skills Workshops (US, 1999)
- Bankers Association of the Philippines' The Business of Banking Seminar (PH, 1998)