

# MICHEL ONASIS S. OGBINAR

Data, Insights, AI & Community Learning  
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Mandaluyong City, Metro Manila, Philippines

<https://ogbinar.com>

## SUMMARY

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- AI, Data Science, and Analytics Evangelist with 17+ years of experience across IT, Retail, Energy, Telecom, Banking, and Manufacturing.
- Specializes in architecting scalable, data-driven solutions through strategy, collaboration, and robust data culture.
- Strong advocate of open-source tools, effective data management, and ethical AI applications that deliver meaningful impact.

## KEY ACCOMPLISHMENTS

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- **Data & Analytics Strategy and Community Developed** and executed organizational data roadmaps aligned with corporate maturity; established a robust data science community emphasizing agile delivery, open-source platforms, and advanced analytics.
- **High-Impact AI Solutions Implemented** machine learning and AI use cases across banking (risk classification, NLP automation), telecom (120TB-scale topic modeling, segmentation), retail (inventory forecasting), and IT (incident capacity projection).
- **Big Data Optimization Reduced** 120TB to 2TB/month via Spark on AWS and integrated an enterprise datalake, enabling scalable analytics adoption using open-source ecosystems.

## PROFESSIONAL EXPERIENCE

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- **PhD Student – Artificial Intelligence** Aug 2022 – Present  
*University of the Philippines Diliman* *Quezon City, Philippines*
  - **Research Focus:** Focused on agentic AI; multimodal learning; graph neural networks; large language models (LLMs); and remote sensing and computer vision applications.
  - **Key Publication:** Co-authored “Reinforcement Learning Environment with LLM-Controlled Adversary in D&D 5th Edition Combat” (ICONIP 2024, Neural Information Processing); member of UP Diliman CS Computer Vision & Machine Intelligence Group.
  - **Pioneering Cohort:** Selected for the inaugural Turing Batch—the first cohort of AI graduate students in UP Diliman’s College of Engineering.
- **Data & Analytics Group Head** Jul 2021 – Present  
*San Miguel Corporation* *Mandaluyong, Philippines*
  - **Strategy & Culture:** Spearheading an enterprise-wide data & analytics strategy, championing data-informed decision-making.
  - **Data Democratization:** Fostering secure data sharing, governance, and the adoption of modern architecture for corporate wide big data.
  - **Collaboration:** Coordinating with multiple business units to identify synergies, unlock insights, and build a cohesive data-enabled environment.
- **Data & Analytics Head – One Custody Program** Nov 2018 – Jul 2021  
*HSBC Securities Services* *Alabang, Philippines*
  - **Vision & Roadmap:** Shaped and led data analytics culture and strategy across 35 countries in global custody operations.
  - **Advanced Analytics:** Developed use cases leveraging Python, Tableau, Hadoop, and Spark to drive automation, risk mitigation, and data-driven marketing.
  - **Teamwork:** Trained and enabled resources across different countries, integrating open-source tools and agile practices to deliver swift, meaningful outcomes.

- Data Mining & Agile Analytics Head** Jan 2016 – Nov 2018  
*Globe Telecom* Taguig, Philippines
  - **Big Data Infrastructure:** Operated a 10PB Cloudera Hadoop cluster processing 100–120TB monthly, powering advanced analytics across the enterprise.
  - **Innovation:** Pioneered deep learning and NLP for digital marketing and consumer insight initiatives.
  - **Achievements:** Recognized with Team Excellence, Employee of the Quarter, and Group Employee of the Year 2018 (Top 7).
- Big Data Analytics Program & Strategy Manager** Apr 2015 – Sep 2016  
*Globe Telecom* Taguig, Philippines
  - **Organization Building:** Set up an 80–120-person Big Data & Analytics division covering infrastructure, data management, governance, and analytics solutions.
  - **Strategic Roadmap:** Secured funding, established a data-lake framework, and launched data governance and reporting platforms enterprise-wide.
- Data Integration Manager** Jul 2012 – Sep 2014  
*UST Global Inc.* Taguig, Philippines
  - **ETL & Data Integration:** Led a 10-person team to implement robust, multi-platform data integration solutions across global data centers.
  - **Award-Winning Automation:** Honored with the Innovation Award for automating mission-critical business processes.
- Visual Analytics & Information Risk Manager** Nov 2011 – Jun 2012  
*Chevron Holdings, Inc.* Makati, Philippines
  - **Analytics Platform:** Managed and supported TIBCO Spotfire for enterprise-wide visual analytics.
  - **Security & Governance:** Managed information security risk frameworks, ensuring compliance in global analytics operations.
- Data Operations Expert** Feb 2007 – Nov 2011  
*Hewlett Packard Enterprise* Location
  - **Technical SME:** Served as the escalation point (L2/L3) and subject matter expert for TIBCO integration platforms, providing round-the-clock application management services.
  - **Architecture & Operations:** Product architect for data integration solutions; Led service management processes (capacity, business continuity, and disaster recovery).
  - **Technical Leadership:** Coached and trained cross-regional teams in the Philippines, Costa Rica, Brussels, and Cincinnati.

## PUBLICATIONS

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- Reinforcement Learning Environment with LLM-Controlled Adversary in D&D 5th Edition Combat December 2–6, 2024 Dayo, Joseph Emmanuel DL; Ogbinar, Michel Onasis S.; Naval, Prospero C. Jr. 31st International Conference on Neural Information Processing (ICONIP 2024), Auckland, New Zealand
- Performance Assessment of Classical Machine Learning Models Used for Entity Relationship Extraction on Online Philippine News Articles 2024 Ogbinar, Michel Onasis S.; Ignacio, Michael Q.; Peñas, Reynaldo Ted L.; Naval, Prospero C. 6th International Conference on Electrical, Control and Instrumentation Engineering (ICECIE), DOI: 10.1109/ICECIE63774.2024.10815682

## EDUCATION

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- University of the Philippines, Diliman** Present  
*PhD in Artificial Intelligence*
- University of the Philippines, Diliman** Jan 2025  
*Master of Engineering in Artificial Intelligence*
- University of the Philippines, Diliman** Apr 2014  
*Master of Business Administration*
- De La Salle University, Manila** Feb 2007  
*BS in Computer Science – Software Technology*

## TECHNICAL SKILLS

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- **Languages/Tools:** Python, R, Java, SQL, Bash, Hadoop (Hive, Spark), Cloud (AWS, Azure, GCP), Power BI, Tableau
- **Specializations:** Data Strategy, Data Governance, Machine Learning & AI (sklearn, PyTorch), NLP, Cloud Solutions, Big Data Architecture

## CERTIFICATIONS

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- IELTS (Score 7.5) Aug 2017
- TIBCO ActiveMatrix BusinessWorks 5 Jul 2011
- ITIL Foundation v3.0 Nov 2010
- Oracle Certified Professional, Java SE 5 Programmer Dec 2008

## ENRICHMENT & LEADERSHIP

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- Public Talks: Samsung Open Source Conference PH 2024, Pycon PH 2024, Digicon 2024, Marikina HS Career Talk (Data Engineering), Benilde SDEAS 2024
- Part-Time Teaching: Mentor for Data Science & Capstone at FTW Foundation. Guest Lecturer for the UP Diliman Professional Masters in Data Science and the Andrew L. Tan Data Science Institute (DLSU).
- Community Engagement: Founded Data Engineering Pilipinas (dataengineering.ph), an official PyData community in the Philippines focused on data literacy and open, inclusive community based learning.