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## EDUCATION

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2011 - 2013	IESE BUSINESS SCHOOL Master of Business Administration (MBA Program)	BARCELONA, SPAIN
2003 - 2007	UNIVERSITY OF THE PHILIPPINES, DILIMAN Bachelor of Science in Business Administration	QUEZON CITY, PHILIPPINES

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## EXPERIENCE

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2012	SHELL INTERNATIONAL PETROLEUM COMPANY LTD.	LONDON, UNITED KINGDOM
2012	<i>Business Analyst (Summer Placement), Global Channel Management</i>	<i>Manila, Philippines</i>
	<ul style="list-style-type: none"><li>Led the review of 23 countries comprising Shell's network of 10,000+ company-owned stations to redesign Business Planning KPI's aimed at ensuring that Shell meets business targets and Retailers receive satisfactory earnings.</li><li>Developed the global onboarding curriculum for all staff implementing the Retailer Remuneration Policies and Procedures.</li></ul>	
2007 - 2011	PILIPINAS SHELL PETROLEUM CORPORATION	MAKATI CITY, PHILIPPINES
2008 - 2011	<i>Account Manager, Commercial Fuels</i>	<i>Cebu City, Philippines</i>
	<ul style="list-style-type: none"><li>Acquired and managed bulk fuel industrial clients including independent power producers, multinational cement manufacturing, major mining operations and the National Power Corporation.</li><li>Achieved 60% business growth thereby increasing market share in trading area from 30% in 2008 to 51% by end-2009 through focused value propositions enabled by market segmentation &amp; prioritization, and competitor analysis.</li><li>Secured term contracts with new accounts amounting to \$20M in incremental annual income for 2009 and 2010 by capturing large-scale tender opportunities.</li><li>Reduced credit exposure via reconciliation of a total of \$287K of bad debt in 2008 through 2011 by directing Shell Credit Analysts and facilitating negotiations with concerned clients.</li><li>Achieved 100% brand loyalty from all clients that previously split requirements amongst multiple suppliers, through tailored CRM and utilization of cross-functional stakeholders within Shell.</li><li>Directed the <i>Southern Islands</i> sales team of 6 Account Managers in the migration of clients to a Direct Debit payment method, achieving 27% of target within 4 months of the 2-year project aimed at realizing \$300K in annual savings.</li><li>Pioneered <i>Fuel Price Risk Management</i> for customers in Shell Philippines, closing the first hedge deal which achieved \$300K in incremental earnings for Shell and \$2M in annual savings for the client.</li><li>Coached and supported the <i>Southern Islands</i> sales team in adapting to processes and tools for Shell's new standards for sales professionalism, achieving flagship status amongst the 3 sales teams in the Philippines.</li><li>Awarded <i>Cluster Champion</i> for Philippines, Malaysia and Singapore in 2009 and subsequently placed in the Regional Top 20 in 2010, for the <i>Commercial Fuels East Champion's Trophy</i>, a Shell Global Award for top performing Account Managers in terms of results and adherence to sales professionalism standards.</li></ul>	
2007 - 2008	<i>Marketing Analyst, Commercial Fuels</i>	<i>Makati City, Philippines</i>
	<ul style="list-style-type: none"><li>Implemented locally <i>Global Commercial Fuels</i> sales and marketing strategies applied to the \$860M nationwide portfolio.</li><li>Liaised between <i>Central Streamline Team</i> and sales teams for major change initiatives enabling successful on-time migration of PSPC to the Shell Group's new <i>Global SAP</i> system.</li><li>Trained Shell Philippines' B2B unit of 70+ employees in special topics on Diversity and Inclusiveness and represented the unit in the company-wide council.</li><li>Revived and produced the bi-monthly internal newsletter for <i>Commercial Fuels Philippines</i>.</li></ul>	

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## LANGUAGES

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English: Mother tongue  
Filipino: Mother tongue

Spanish: Good  
Cebuano: Good

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## GENERAL INFORMATION

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### Extracurricular

- President (2012-2013) of the IESE Business School Energy Club.
- Current member of IESE Business School Marketing, Consulting, Asia Business and Women in Business Clubs.
- President (2007), VP for Incoming Exchange (2006) and Alumni Advisor (2007-present) for *AIESEC University of the Philippines*, a student-run organization present in over 110 countries, promoting youth leadership development; Increased UP Chapter's membership by 240% and provided international professional internships for over 30 high potential youth.

### Undergraduate

- Graduated Cum Laude (2007)
- Phi Kappa Phi International Honor Society* elected member as part of Top 10% of graduating class (2007)
- Philippine Association of National Advertisers* Integrated Marketing Communications Competition Champion Team Member (2006) Personal
- Domestic and international travel enthusiast who enjoys swimming, running and dancing for both physical fitness and leisure.