

Executive Summary

Senior executive and consultant with more than 25 years' experience in corporate and marketing communications, brand strategy and crisis management across multicultural environments. Recently completed Stanford University Senior Executive Leadership Program. Knowledgeable in corporate communications culture and practices in Asia-Pacific, North America, South America and Europe.

Career Brief

Provides consultancy on marketing and corporate communications, branding and governance to financial institutions, governments (China and Philippines) and tourism management companies.

Leads corporate and marketing communications at SM Investments Corporation, the holding company of SM Group which is engaged in retail, banking and property.

Oversaw Asia-wide corporate communications and brand strategy at SunLife; organized events and handled media-related functions; developed collateral on oversight and task pipeline for inter-business unit cooperation.

Developed luxury marketing brand and communications strategy for Peninsula Hotels; executed cross-promotion activities for the group's properties; wrote manual on brand-related and operations-related crisis management. Developed and implemented partnerships with Asia Jet (private jet company) and American Express and other top-tier brands; handled marketing and promotions for the exclusive annual Quail Motor Show in Carmel, California; launched and managed group marketing press database and managed loyalty programme; worked on group CSR initiatives.

Launched and managed marketing communications projects at JW Marriott Hotel Hong Kong and implemented cross-selling and brand initiatives; worked with corporate office to undertake group-wide marketing and brand promotion for the "JW" brand; oversaw media relations functions and managed crisis management situations.

Supervised the launch and managed the website of Hyatt Regency Hong Kong. Undertook regional marketing and branding initiatives; oversaw media relations and advertising-related functions. Managed media relations for Hyatt International Hotels and supported the group's hotel launches and start-up operations.

Employment History

SM Investments Corporation

2013-2015

Vice-President, Corporate Communications / Investor Relations

Managed the SM Story (its heritage, culture, business ethics, economic success, service, core businesses and sustainability), both offline and online, to make it more engaging and relevant to regional and international stakeholders.

Key responsibilities:

Showcased the principals of the company to the regional and international media and other stakeholders; pitched SM's core businesses to the international audience using multiple platforms; supported the three core business goals through an integrated internal and external communications strategy aligned with business directives and employee engagement; worked on international events (World Economic Forum East Asia (Manila and Jakarta), ASEAN Business Advisory Council, East Asia Business Council, Forbes Global CEO Forum (Singapore and Manila), Nikkei Global CEO Forum Japan etc. to increase SM's visibility, engagement and public persona to new stakeholders. Supported SM Foundation work as a new platform for engagement with existing and new stakeholders.

TNO Link Concepts Consultancy

Provides advisory services to luxury brands, financial firms, China municipal governments, national tourism offices and destination management companies. Advised the African Energy Forum and the Independent Power Producers Forum

- Mentor, The Women's Foundation; mentor, PATS (Personal Assistant Training Scheme), Chinese University of Hong Kong
- Volunteer consultant, Asian Charity Services
- Co-chair, governance and ethics committee, IPPF (Independent Power Producers Forum); vice-chair, hospitality
- Programmes committee member, IABC (International Association of Business Communicators)
- Member, Communications and Marketing Committee, AMCHAM (American Chamber of Commerce of Hong Kong)

April to August 2011**Regional Director of Corporate Communications for Asia, Sun Life Financial Asia
(Contract employment)**

Key responsibilities:

- handled the external and internal corporate communications of the company
- led regional and country communications teams (Hong Kong, Philippines, Indonesia, India and China), overseeing branding, intranet content and Asia-specific website content
- managed events, senior leadership training, wrote speeches, made presentations and organized media interviews for the global CEO and president of Asia
- managed media relations and executive VIP speaking opportunities
- worked on partnerships and promotions to support corporate marketing objectives
- worked on corporate social responsibility initiatives
- managed an annual budget of US\$3.5 million

2006-2011**Manager, Communications and Promotions, The Peninsula Hotels
(Corporate office based in the Hong Kong head office)**

Key responsibilities:

- managed corporate and hotel communications and PR teams in nine destinations (Hong Kong, Tokyo, Shanghai, New York, Chicago, Beverly Hills, Beijing, Bangkok, Philippines)
- handled promotions and partnerships of private wealth management, private jets, luxury jewellery brands, private concierges and other partners for the company
- led crisis management training, business writing training, executive presentation training and corporate PR and management training of PR teams for all hotel properties
- managed group marketing collaterals and edited press releases from individual hotels
- managed Peninsula Priorities, the group's loyalty program
- worked on and developed group press database program with IT
- worked on the corporate social responsibility initiatives of the company (Sichuan earthquake, local charities in the United States, Philippines, Bangkok, Beijing and Hong Kong)
- worked on the annual Quail Event, an exclusive show featuring private car collections, in Carmel, California, a Peninsula Hotels property; trained corporate/PR team at head office, the Quail PR team and mentored staff for promotion to managers
- prepared, wrote and edited content for the Peninsula Hotels website revamp
- worked on the pre-opening of The Peninsula Tokyo (media event)
- managed an annual budget of US\$3 million

2000-2006**Director of Communications, JW Marriott Hotel Hong Kong
(Asia flagship of the Marriott Group)**

Key responsibilities:

- led external and internal corporate communications
- managed media relations
- led development of "JW" Marriott brand in Asia
- managed food and beverage promotions, marketing collaterals and related events
- managed charities of choice and corporate social responsibility initiatives
- organised press trips and media interviews
- trained staff in crisis management, marketing communications, PR, creative and business writing
- managed branding, intranet content and website content specific to the hotel
- managed events, speeches, presentations and media interviews of senior executives
- managed media relations and executive VIP speaking opportunities
- worked on partnerships and promotions to support marketing objectives
- managed an annual budget of US\$1.5 million

1996-2000**Marketing Communications Manager and Webmaster, Hyatt Regency Hong Kong Hotel, Hong Kong**

Key responsibilities:

- handled external and internal marketing communications
- worked on "need" and new hotels in Asia-Pacific
- managed senior executive interviews
- trained PR teams on marketing communications, business writing and crisis management
- developed and managed website content
- worked in partnership with IQuest to launch the first guestroom computer workstations

- worked in partnership with Videocall (Israel and US-based company) for video-conference system
- led pre-opening support for Hyatt Regency Kathmandu (Nepal), Hyatt Regency Yogyakarta, Grand Hyatt Bali, Grand Hyatt Jakarta, Bali Hyatt and Hyatt Regency Surabaya, Indonesia
- managed an annual budget of US\$1.2 million

1991-1996**Press Relations Manager, Asia-Pacific, Hyatt International Hotels (Hong Kong regional office)**

Key responsibilities:

- worked on press trips to develop and network with key media in Asia-Pacific
- served as liaison with airline companies, tourism promotions board and the Hyatt Hotels in Asia-Pacific
- served as crisis director and handled incidents in Japan, Philippines, Indonesia, Nepal, Thailand, Korea, China, Guam, Saipan and Malaysia.
- managed an annual budget of US\$1 million

1989-1990: Public Relations Manager, Hyatt Terraces Baguio, Philippines

1987-1989: Public Relations Manager, Manila Hilton International Hotel, Manila, Philippines

1985-1987: Sales Account Manager, Manila Hilton International Hotel, Manila, Philippines

Education and Training

2011

- Stanford University Senior Executive Leadership Program (10-month program)
- Pacific Conferences (Singapore) Strategic Digital Media

2009-2011

- Alliance Francaise Basic French 1 and 2
- Pacific Conference (Singapore) Digital Media

2008

BULLATS English Course Business Writing (six-month course)

2007

- Mandarin Language Program Basic Mandarin (12 months)

2006

- Ogilvy PR Crisis Management
- Cambridge Business English Writing Business Writing

2001-2006

- Marriott Academy (internal training) Leadership Courses
- Myers Briggs
- Train the Trainor
- Crisis Management

2000-2001

- Hyatt International Academy Leadership Courses
- Train the Trainor
- Crisis Management
- Business Writing
- Website Development
- DELPHI Training
- Senior Management Training

Bachelor of Science, University of the Philippines, Diliman, Quezon City, Philippines.

Professional Affiliations

- **American Chamber of Commerce:** former chairman and current member, marketing and communications committee; former vice-chair and current member, environment Committee; ball committee member; strategic think tank committee member
- **International Association of Business Communicators (Hong Kong chapter):** board member
- **Pachamama Alliance:** facilitator and group leader, Hong Kong Hummers Lifestyle Team
- **Mother's Choice Children's Charity:** member, executive ball committee
- **Hong Kong Polytechnic University:** guest lecturer, mentor
- **Hong Kong University:** mentor
- **Chinese University of Hong Kong:** mentor, PATS (Personal Assistant Training Scheme) Program

Others

Contributes lifestyle and tourism articles to specialist regional publications

References

- Chris Graves – President, Ogilvy Global, Washington DC
- Mario Masher – former Consul General of South Africa to Hong Kong (now based in Beijing and Macau)
- Steve Knipp – Journalist, National Geographic and Washington Post
- Caroline Sapriel – Communications Specialist, Belgium
- Juergen Wolter – former General Manager, Hyatt International Hotels
- Mark Conklin – Vice President and General Manager, JW Marriott Hotel Hong Kong
- Peter Nixon – Author and Communications Facilitator (based in Hong Kong and Canada)
- Teresita H Mauricio – OIC, Marketing, The Philippine Tourism Promotions Board
- Marc Hediger – CEO, Lanson Place and Hotels (based in Hong Kong)
- Xavier Pech – General Manager, Hyatt Regency Hong Kong
- Sarah Cruse – General Manager, Quail Lodge and Golf Resort (Carmel, California, USA)
- Lizanne Uychaco – Senior Vice President, Corporate Services, SM Investments Corporation (Philippines)
- Joann Hizon – Vice President, Human Resources, SM Investments Corporation (Philippines)