



ALFREDO E. PASCCUAL

Secretary Chairman

Age : 76
Born : June 4, 1948

CITEM Board of Governors Appointment
June 30, 2022 - August 02, 2024
Chairman

Alfredo E. Pascual is the Secretary (Minister) of the Department of Trade and Industry (DTI). At the time of his appointment to DTI in June 2022, he was the President of the Management Association of the Philippines (MAP).

Over the past four decades, Mr. Pascual has contributed to society by serving at four esteemed national and international institutions, viz.: Institute of Corporate Directors (ICD) as President and CEO in 2018 and 2019; University of the Philippines (UP) System as President and Co-Chair from 2011 to 2017 and as Alumni Regent in 2009 and 2010; Asian Development Bank (ADB) for 19 years (1989-2008) in several positions including as Director for Private Sector Operations, Director for Project Finance, and Advisor for Public-Private Partnership; and Asian Institute of Management (AIM) as a finance professor in the 1980s.

Prior to joining DTI, Mr. Pascual was an independent director on the board of publicly listed companies (e.g., SM Investments, Megawide Construction, and Concepcion Industrial). His past board memberships included non-profits and other organizations, such as the Philippine Institute of Development Studies (PIDS), International Rice Research Institute (IRRI), ICD, Institute for Solidarity in Asia (ISA), FINEX Academy, UP Foundation, UP CIFAL Philippines, Philippine Council for Foreign Relations (PCFR), and US-Philippines Society (USPHS).

Mr. Pascual finished his MBA and BS in Chemistry (cum laude) at UP. He attended the EC-ASEAN Program on Strategic and Organizational Change at the Euro-Asia Centre, Campus INSEAD, France. His awards included Honorary Doctorates from the University of the Philippines and four other universities, the Presidential Lingkod Bayan Award from Malacanang, and the Rotary Golden Wheel Award for Higher Education.





ANA CAROLINA P. SANCHEZ **Undersecretary and Chief of Staff** **Primary Alternate Chairman**

Age : 49
Born : October 16, 1975

CITEM Board of Governors Appointment June 24, 2024 - Aug. 16 2024 Primary Alternate Representative

Ana Carolina "Carol" Sanchez is designated as Chief of Staff (COS) of the Office of the Secretary (OSEC). Usec. Carol Sanchez is a graduate of London School of Economics and Political Science, United Kingdom with a degree in Master of Science in Social Policy and Planning for Developing Countries. She earned her Bachelor of Science in Economics from the University of Houston, Texas (Magna cum laude), with major academic credits from Grinnell College, Iowa. She initially pursued research with the International Economics Group of the School of Economics, University of Asia and the Pacific. She then continued to establish herself as an international development professional.

Usec. Sanchez has provided technical assistance to a number of public sector agencies in the Philippines for the past 20 years through international development projects. She has promoted institutional development of government agencies through the use of participatory, inclusive, and sustainable strategies; conducted studies for the efficiency of government systems and procedures at local and national levels; and authored and co-authored studies and guidelines for national programs. She has fostered collaboration among different sectors, agencies and organizational units to achieve more effective operations or outcomes, promoted accountability and transparency, and spearheaded knowledge management and communications.

Her contribution to program development and management skills acquired through her experience, both as a team leader and as a specialist, were recognized by partner institutions.

She has led projects and research groups with funding support from the European Union (EU), the Spanish Agency for International Development Cooperation (AECID), the US Agency for International Development (USAID), the Asian Development Bank (ADB), the Australian Agency for International Development (AusAID)/DFAT, the World Bank, and the United Nations Development Programme (UNDP).

Usec. Sanchez has also managed the delivery of up to multi-million-dollar international development projects benefiting local government, public sector agencies, and civil society organizations. She has worked with both government and non-governmental organizations in managing and implementing institutional and capacity development activities; monitoring and evaluation and learning; performance management; assessing and designing systems and procedures; and project planning/management.

Usec. Sanchez has developed programs and managed projects of an education and training center in London, UK. She likewise taught Political Economy, Development Administration, and Governance to undergraduate and postgraduate students of the De La Salle University.



CEFERINO RODOLFO, DPA Undersecretary 2nd Alternate Chairman

Age : 54
Born : August 3 1970

CITEM Board of Governors Appointment

Sept. 8, 2023 – Aug. 16, 2024
2nd Alternate Representative

Undersecretary Ceferino S. Rodolfo – or Usec. Perry – obtained his Economics Degree from the School of Economics of the University of the Philippines and his Master of Science in Industrial Economics from the Center for Research and Communication (CRC), now known as the University of Asia and the Pacific (UA&P), on full scholarship from the Hanns Seidel Foundation of Germany. He holds a Doctorate degree in Public Administration from the National College of Public Administration and Governance of the University of the Philippines.

He also took the International Faculty Development Program of the IESE Business School, in Barcelona, Spain, on scholarship from IESE; as well as the Strategic Management Program of the Industrial Management Institute in Tehran, Iran, on scholarship from the Islamic Development Bank.

He joined the Department of Trade and Industry (DTI) as Assistant Secretary in 2013, after 19 years in the Academe and Development Assistance-work. In 2016, Usec. Perry was appointed as Undersecretary and assumed leadership of the DTI's Industry Development and Trade Policy Group. In this capacity, he oversaw the development and execution of the Philippine industrial policy and the agenda for international trade negotiations and led the Philippine government's bilateral trade and investment engagements with key partner economies.

Notable among Usec. Perry's accomplishments in the area of trade policy are the successful negotiation of the Philippines-European Free Trade Association Free Trade Agreement (PH-EFTA FTA), the Philippines' successful application to the EU GSP+ Program, and the conclusion of the Philippines-South Korea Free Trade Agreement (PH-ROK FTA).



He also expanded the Philippines' network of official bilateral trade and investment cooperation agreements by negotiating and implementing new Joint Economic Commissions (JECs) and high-level dialogue mechanisms with Switzerland, Canada, Russia, Germany, Hungary, Czech Republic, Chile, Turkey, Pakistan, Australia, South Korea, Israel, Papua New Guinea, and the United Kingdom. He led the Philippines' successful Trade Policy Review (TPR) Team that presented and defended our trade policies before the WTO in March 2018; as well as headed the Philippine Delegation to the WTO 12th Ministerial Conference in Geneva in June 2022.

Moreover, as Managing Head of the Board of Investments, Usec. Perry has secured the highest investment registration in the Agency's 56-year history. In November 2023, Usec. Perry has been designated as Undersecretary for Industry Development, Trade and Investment Promotion. As such, in addition to industry development and investment promotion, he now oversees trade promotion – emphasizing the government's industry and investment-centric approach to export development.



MA. CRISTINA A. ROQUE

Secretary Chairman

CITEM Board of Governors Appointment

Aug. 2, 2024 - Present
Ex-Officio

Ma. Cristina A. Roque currently serves as the Acting Secretary of the Department of Trade and Industry (DTI), where she is responsible for advising the President on trade and investment matters, establishing policies, supervising departmental activities, and ensuring effective operations across all DTI offices and attached agencies.

Ms. Roque's leadership is characterized by her unwavering commitment to the growth and development of micro, small, and medium enterprises (MSMEs), recognizing their essential role in the Philippine economy. Her extensive experience in government and a 30-year entrepreneurial career uniquely positions her to lead projects that foster a more inclusive and prosperous business environment for all Filipinos.

Before becoming Acting Secretary, Ms. Roque made significant contributions as Trade Undersecretary from February to July 2024. She led the MSME Development Group (MDG) and was instrumental in advancing MSMEs through various initiatives. She also managed key bureaus, including the Bureau of Small and Medium Enterprise Development (BSMED) and the Bureau of Marketing Development and Promotions (BMDPO), as well as the One Town, One Product (OTOP) Program Management Office and the Comprehensive Agrarian Reform Program Management Office (CARP-PMO). In addition, she supervised the Small Business Corporation (SBCorp), the Cooperative Development Authority (CDA), and the Philippine Trade Training Center (PTTC).

Ms. Roque introduced groundbreaking initiatives like the OTOP Retail and Learning Center, transforming OTOP hubs and Go Lokal stores into dynamic spaces that blend retail with mentorship. She is a champion of the DTI's 5-Point MSME Agenda that advances digitalization, market diversification, enhanced access to financing, franchising, and a strong focus on mentorship and training. Her efforts are reshaping the MSME landscape, driving innovation and creating more export opportunities for the Philippine market.





Expanding market opportunities for local MSMEs, Ms. Roque pushed for digitalization and e-commerce in the DTI-Bagong Pilipinas National Food Fair and Trade Fair in 2024. She also launched the first-ever Beauty Fair organized by the DTI, offering new support and opportunities for MSMEs in the beauty and wellness sector. As Chairperson of the Small Business Corporation, Ms. Roque implemented new policies to make SBCorp's financing programs more accessible and beneficial for MSMEs. She also launched the DTI-Bagong Pilipinas Marketplace, the country's largest B2B e-commerce platform, which promotes Filipino MSMEs' products and services both locally and globally.

Looking ahead, she plans to establish more SME hubs through the Philippine Trade and Investment Centers and in close collaboration with our Embassies worldwide. These hubs will serve as platforms to showcase and market Filipino products to international audiences, thereby stimulating the manufacturing sector and contributing to job creation.

Ms. Roque holds a Bachelor of Science in Industrial Management Engineering with a minor in Chemical Engineering from De La Salle University.





BLESILA LANTAYONA **Undersecretary** **Alternate Chairman**

CITEM Board of Governors Appointment

Oct. 4, 2024 - Present
Alternate Chairman

Undersecretary Blesila A. Lantayona is the Supervising Head of the Regional Operations Group (ROG). As member of the Department of Trade and Industry Executive Committee headed by DTI Secretary Ma. Cristina A. Roque, she is expected to contribute among others, to policy formulation in the development of the country's MSME sector, trade and industry particularly bringing to core the regional/provincial viewpoints.

Under her supervision are some of the key bureaus and offices at the Head Office including the Bureau of Small and Medium Enterprise Development (BSMED), the Bureau of Market Development Promotions & OTOP (BMDPO), the DTI-Comprehensive Agrarian Reform Program Management Office, and the Negosyo Center Program Management Office. She supervises as well the Department's 17- Regional and 81- Provincial Offices ensuring that the policies, programs and projects of DTI are understood and effectively implemented at the local level where our offices serve as the face of DTI, providing critical frontline services to its customers as they personify the agency's core values of Passion, Integrity, Creativity, Competence, Synergy, and Love of Country.

Prior to her appointment as Undersecretary, Usec. Lantayona held various technical and managerial positions within the Department. She started in DTI Region XI (Davao Region) as technical staff, then moved up as Provincial Director of DTI- Davao Del Sur and Assistant Regional Director of DTI Region XI. She was eventually promoted to Regional Director in DTI Region III (Central Luzon) and Assistant Secretary of the DTI- Regional Operations Group based at the Head Office.

From 2019 to 2023, she was designated as Acting Chairman of the Small Business Corporation, Ex- Officio Board Member of the Cooperative Development Authority, Board Member of the Philippine Guarantee Corporation and the DTI GAD Focal. In 2023, Usec. Lantayona served as the Chairperson of the ASEAN Coordinating Committee on MSME (ACCMSME), a body comprised of high-level representatives from ASEAN Member States tasked to formulate policies,

programs and activities on SME development and reports to the Senior Economic Officials Meeting under the mandate of the ASEAN Economic Ministers. She also served briefly as Chief of Staff at the Office of the DTI Secretary under the leadership of Secretary Ma. Cristina A. Roque. Recently, Usec. Lantayona was designated as the Supervising Undersecretary of the Rural Agro-Enterprise Partnership for Inclusive Development and Growth (RAPID Growth) Project, a value chain-based and market-driven initiative of the DTI, funded by IFAD.

Usec. Lantayona holds a Bachelor of Science degree in Agriculture, Major in Economics (Cum Laude) from Xavier University - Ateneo de Cagayan in Cagayan de Oro City; and an MBA in International Business from the European School of Management (Ecole Europeene des Affaires) in Paris, France as scholar of the EU-ASEAN Scholarship Program.



ELI M. REMOLONA, JR **Governor**

CITEM Board of Governors Appointment

June 24, 2024 - Present
Ex-Officio

Dr. Eli Remolona is the seventh Governor of the BSP and Chairman of the Monetary Board.

Governor Remolona has extensive policy and operational experience on monetary policy and international finance, having worked for 19 years at the Bank for International Settlements (BIS) and 14 years for the Federal Reserve Bank of New York.

From 2019 to 2022, Governor Remolona served as professor of finance and director of central banking at the Asia School of Business in Kuala Lumpur. He also taught at Williams College, Columbia University, New York University, and the University of the Philippines-School of Economics.

Before his appointment to the Monetary Board in 2022, Governor Remolona served as independent director of a Universal Bank and chairman of its risk management committee.

He earned his PhD in Economics with distinction from Stanford University and obtained his bachelor's degree in economics with honors from the Ateneo de Manila University.





BERNADETTE ROMULO-PUYAT **Deputy Governor**

Age : 53
Born : May 14, 1971

CITEM Board of Governors Appointment

July 22, 2022 – Present
Alternate Representative

Ms. Bernadette Romulo Puyat graduated from the University of the Philippines where she pursued her bachelor's and master's degrees in economics.

She was a former lecturer at the UP School of Economics from 1994 to 2006, which precluded her life dedicated to public service. She served as an Economic Consultant at the Housing and Urban Development Coordination Council (HUDCC) (2001-2002) and the Presidential Management Staff (2005-2006) and was Deputy Cabinet Secretary at the Office of the President in 2006.

From 2007 to 2018, she served as Undersecretary at the Department of Agriculture where she handled Special Concerns, Administration and Finance, Agribusiness and Marketing, and Regional Engagements.

Furthermore, she strengthened the Department's engagement with special sectors such as the women, elderly, youth, and indigenous people through her leadership in the Gender and Development Focal System. She was also designated to handle agricultural credit while serving at the DA.

From 2018 to 2022, she served as Secretary of the Department of Tourism, with Sustainable Tourism as the overarching theme of her leadership. Equally important were her efforts towards the recovery of the tourism sector during the COVID-19 pandemic such as the vaccination of tourism workers, as well as the institutionalization and planning of health and safety protocols in various tourism establishments and destinations.

In June 2022, she was appointed as Deputy Governor for Regional Operations and Advocacy Sector (ROAS) at the Bangko Sentral ng Pilipinas (BSP). She also serves as an alternate to the Governor in several Governing Boards of National Agencies.





JOSE ARNULFO "WICK" VELOSO

President & General Manager

Age : 56

CITEM Board of Governors Appointment

September 13, 2023 - Present

Ex-Officio

PGM Jose Arnulfo "Wick" Veloso is a multi-awarded CEO and veteran banker with nearly 40 years banking experience. Before his appointment as President and General Manager (PGM) of GSIS, Wick Veloso served as President and Chief Executive Officer (CEO) of Philippine National Bank (PNB) from 2018 to 2022. He was also the first Filipino to be appointed as CEO of the multi-national giant Hongkong Shanghai Banking Corporation (HSBC-Philippines) from 2012 to 2018.

Prior to PNB and HSBC, PGM Veloso worked in international finance where he developed a wide network of institutional clients/contacts in the ultra exclusive world of global banking and international financial markets.

PGM Wick is a self-made man who literally rose from the ranks. He started his banking career as a management trainee and supervisor at Urban Bank (1986-1988), and as manager of the Treasury Department at AsiaTrust Bank (1988-89). Between 1989 and 1993, he worked at Citibank as Fixed Income Portfolio Manager. Veloso's early years at Citibank helped him sharpen his treasury and trading skills, where he built his reputation as a "rainmaker" within Philippine banking circles. After Citibank, PGM Veloso worked briefly for PCIBank as Domestic Treasury Head and Treasurer of PCI Capital before eventually joining HSBC in 1994.

GM Veloso spent the next 24 years of his career at HSBC, starting as Head of Interest Rates Trading and Credit Derivatives for Asia-Pacific, then as Managing Director of HSBC Global Banking and Markets, and culminating in his appointment as President and CEO of HSBC-Philippines in 2012.

Under his CEO-ship, HSBC-Philippines garnered the "Best Global Bank Award" (for 2018) and "Best Debt House in the Philippines" for several years (2008-2012, 2014-2017), as well as various industry recognitions for HSBC's successful capital market transactions.





During his stint as President and CEO, PNB was likewise recognized as the “Best Managed Bank during COVID-19” and “Best CEO Response to COVID19” in 2020 by the Asian Banker. PNB was also named by Asia money as “Best Bank for Corporate Social Responsibility (CSR)” for its pioneering initiatives on financial literacy, sustainable environment and employee engagement.

PGM Veloso served as President of the influential Bankers Association of the Philippines (BAP) until March 2022. As BAP President, he worked closely with policy-makers in the Bangko Sentral ng Pilipinas (BSP) and Congress to enact measures to improve the services of the Philippine banking sector.

PGM Veloso earned his bachelor’s degree in commerce, major in marketing management, from the De La Salle University Manila, in 1986.





MA. LYNETTE V. ORTIZ

President & CEO

CITEM Board of Governors Appointment

May 24, 2023 - Present
Ex-Officio

Ma. Lynette V. Ortiz assumed her post as the 11th President and CEO of the Land Bank of the Philippines on 24 May 2023 following her appointment by President Ferdinand R. Marcos, Jr.

With over 30 years of experience in banking and finance, Lynette held various senior roles in Risk Management, Treasury, Corporate Finance and Capital Markets in foreign and local institutions.

Prior to her appointment, she was the first Filipino CEO of Standard Chartered Bank (SCB) Philippines. She led strategies to grow the local franchise across the various client segments and deliver sustainable financial performance.

During her tenure in SCB, she spearheaded several landmark transactions in both domestic and international capital markets for Philippine and ASEAN issuers. These include the maiden offerings of both LANDBANK and the Development Bank of the Philippines of Sustainability Bonds. She helped the National Government raise funds through global and domestic bond issues, with SCB serving as book runner for foreign currency denominated offerings of the ROP.

She serves as First Vice President in the Board of the Bankers Association of the Philippines (BAP), and is also a member of the BAP Executive Committee.

A strong advocate for diversity and inclusion, Lynette was named United Nations 2021 Philippine Women's Empowerment Principles Awards Champion for Leadership Commitment, for her role in setting strong corporate commitments and inclusive leadership.



ELCID C. PANGILINAN

Senior Vice President

Age : 56
Born : June 3, 1968

CITEM Board of Governors Appointment

March 1, 2021 – Aug. 27, 2024

Alternate Representative

SVP Pangilinan has been with LANDBANK for a total of 12 years and currently serves as the head of the Strategy and Knowledge Management Group. His passion as a development professional includes both service in government (Department of Education and the Office of the President's Presidential Management Staff) and in international organizations (United States Agency for International Development, the Millennium Challenge Account-Philippines, and the United Nations Development Programme).

He also holds active membership and leadership roles in the government as a member of the UCPB Leasing and Finance Corp Board and UCPB Securities Inc. Board, an alternate for the National Food Authority Council and the CITEM Board of Governors, and in non-government entities as President of Chevening Alumni Foundation of the Philippines, Inc. Immediate Past President of the Hubert H. Humphrey Alumni Association, as well as the British Alumni Association.

He earned his Bachelor's Degree in Behavioral Science from the De La Salle University and his Master's Degree from the London School of Economics in the UK.





ESPERANZA N. MARTINEZ

First Vice President

Age : 57
Born : September 7, 1967

CITEM Board of Governors Appointment

Aug. 27, 2024 - Present
Alternate Representative

MAJOR FUNCTIONS/REMARKABLE ACCOMPLISHMENTS:

A. As Head of the SME – Mid-Market Lending Group (May 2023 to present)

As SMLG Head, oversees the group's overall lending operations. Actively participates in marketing to new clients, approving and recommending various loan proposals and transactions, while also managing general administrative matters. A total of 501 accounts were efficiently supervised, with the loan portfolio reaching P18.10 billion as of August 2024.

B. As Head of the Lending Program Management Group (April 2022 to April 2023)

As LPMG Head, managed the group's operations, focusing on developing and overseeing agricultural and non-agricultural credit programs. This included enhancing strategies, policies, and systems for environmental and social initiatives. During this time, LPMG obtained approvals for 30 new and enhanced lending programs and contributed to LANDBANK's recognition through five award-winning entries from external bodies.



RODERICO R. BIOCO

Administrator

CITEM Board of Governors Appointment

April 1, 2023 - April 16, 2024
Ex-Officio

ROD BIOCO is a known expert in the field of agriculture with decades of experience as a corn, cassava and livestock farmer, an industrialist building major corn postharvest facilities in the country and an agricultural policy advocate, protecting the welfare of our smallholder corn farmers.

In 1999, he established the Mindanao Grain Processing Co., Inc. (Mindanao Grains) in Malaybalay City, Bukidnon, to address the perennial problem of corn farmers with a goal of establishing a financially sound business model bound by a real social commitment. In 2000, he organized corn farmers throughout the country to recommend favorable policies in government, addressing the welfare of more than 400,000 corn farmers. In 2001, during the 1st Philippine National Corn Congress in Bukidnon, he founded the Philippine Maize Federation, Inc. (PhilMaize) and holds the honorary position as Chairman Emeritus. His unparalleled work and contributions have strengthened the corn industry, empowering and improving the welfare of our corn farmers.

In 2010, he built the Reina Mercedes Corn Processing Center in Isabela Province with the objective of reducing the post-harvest losses of smallholder farmers. The 2,000mt per day grain drying and 75,000mt storage project which services 20,000 ha of corn and benefits 10,000 farmers is the biggest post-harvest facility for corn in Southeast Asia. In 2012, he organized the business sector of Bukidnon, a largely agricultural province, and established the Bukidnon Kaamulan Chamber of Commerce and Industry, Inc. (BKCCI).



He was Founding Chairman and served as President from 2012 to 2018. From 2020 to 2022, he became the Regional Governor of Philippine Chamber of Commerce and Industry (Northern Mindanao). Through the Chamber movement, he initiated the updating of local tax codes, zoning ordinances and Investment Codes, as well as promoted Bukidnon as an investment destination for several industries.

Rod Bioco also helps the government craft policies on corn production and postharvest projects, ushering in the shift to biomass mechanical dryers, as well as initiating major hydro and irrigation programs, including the: Jalaur River Dam project in the province of Iloilo; the east of Cagayan River in Isabela; and the Pulangi V of Bukidnon.

Lastly, he is the current Chairman of the Philippine Red Cross – Bukidnin Chapter since October 2016, and as Vice Chairman from July 2013 to October 2016. Rod Bioco obtained his BS Mathematics degree from Ateneo de Manila University in 1989 and specialized in Statistics from the University of the Philippines in 1988-89. While in college, he was very active in social work, student activism, and sports, being a member of the college football varsity.



LARRY R. LACSON

Administrator

CITEM Board of Governors Appointment

April 16, 2024 - Present
Ex-Officio

Dr. Larry del Rosario Lacson, appointed by His Excellency President Ferdinand “Bongbong” E. Marcos Jr. on April 16, 2024 is the 19th Administrator of the National Food Authority.

Administrator Lacson is another classic model of a career employee who rose from the ranks due to his unwavering passion for service. After he finished his Bachelor of Science in Agriculture degree, major in Crop Science, from Pampanga State Agricultural University in 1991, he entered government service as a utility worker of the Bureau of Plant Industry (BPI). It was in the BPI where he rose from the ranks until he finally became the Director of the agency at a young age of 39 in 2010.

Due to changes in the political landscape, he decided to retire from the service to pursue a career in the private sector. First, he became the Vice President of AgriNurture, Inc., a leading global agricultural company that adopts a farm-to-plate business model with operations in farming, manufacturing, distribution and retail franchise.

In 2018, he joined Texicon Agriventures Corporation, as Senior Vice-President of the company. Texicon Group of Companies is a top manufacturer, importer, and distributor of quality fertilizer and pesticide products to local and multinational agricultural companies throughout the Philippines.

While in the private sector, Administrator Lacson was actively involved in the agribusiness industry. He was a member of Philippine Food Exporters, Inc. (PhilFoodex) and served as co-chairman of the agriculture and fisheries committee of the Philippine Chamber of Commerce and Industry (PCCI).

This year, he was again drawn to go back to government service after he was appointed as Director IV in the Department of Agriculture. The DA Secretary, Francisco P. Tiu Laurel, Jr., directed him to head the NFA; thus, he was designated as Deputy Administrator of the National Food Authority on March 11, 2024, through Special Order No. 371.

Dr. Lacson holds a Doctor of Philosophy (Ph.D.) in Agriculture from De La Salle Araneta University. With robust skills set that includes Sustainable Agriculture, Strategic Planning, Agribusiness and more. He is also a Sanitary & Phytosanitary (SPS) and Fumigation Expert and one of the few UN-FAO trained Phytosanitary Capacity Evaluation (PCE) facilitators. He is also a recipient of the Most Outstanding Magaleño Award for Agriculture and Environment for 2024, given by the Local Government Unit of Magalang, Pampanga.





MARIO ANDRADA, Ph. D

Deputy Administrator

Age : 57
Born : September 7, 1967

CITEM Board of Governors Appointment September 28, 2023 - Present Alternate Representative

Dr. Larry del Rosario Lacson, appointed by His Excellency President Ferdinand “Bongbong” E. Marcos Jr. on April 16, 2024 is the 19th Administrator of the National Food Authority.

Administrator Lacson is another classic model of a career employee who rose from the ranks due to his unwavering passion for service. After he finished his Bachelor of Science in Agriculture degree, major in Crop Science, from Pampanga State Agricultural University in 1991, he entered government service as a utility worker of the Bureau of Plant Industry (BPI). It was in the BPI where he rose from the ranks until he finally became the Director of the agency at a young age of 39 in 2010.

Due to changes in the political landscape, he decided to retire from the service to pursue a career in the private sector. First, he became the Vice President of AgriNurture, Inc., a leading global agricultural company that adopts a farm-to-plate business model with operations in farming, manufacturing, distribution and retail franchise.

In 2018, he joined Texicon Agriventures Corporation, as Senior Vice-President of the company. Texicon Group of Companies is a top manufacturer, importer, and distributor of quality fertilizer and pesticide products to local and multinational agricultural companies throughout the Philippines.





DR. EDWARD L. FERREIRA

Executive Director

Appointive Member

Age: 80

Born : October 16, 1944

CITEM Board of Governors Appointment

November 22, 2022 - March 2, 2024

Appointive Member

As a businessman, he was also the first Filipino and first Asian to be elected president of the World Association of Pharmaceutical Distributors; the first Filipino president of the Graduate School of Sales Management and Marketing at Syracuse University in New York; and the first international marketing scholar. Locally, his business acumen and experience also got him elected president of the Management Association of the Philippines in 2003.

Continuously evolving his professional pursuits with a deep yearning to serve, he also answered the call of public service and diplomacy. He was appointed as the First Honorary Consul of the Republic of Kazakhstan in the Philippines, serving his post from 2004 to 2011; and in 2018, he was appointed as a Special Envoy of the President of the Philippines to the Republic of Kazakhstan.

Armed with decades of professional experience from multiple disciplines and a desire to continue serving the public, this man is now at the helm of the government agency in charge of elevating Philippine products and services in the world market.





ROMLEAH JULIET P. OCAMPO

Executive Director

Appointive Member

Age: 64

Born : September 20, 1959

CITEM Board of Governors Appointment

June 4, 2024 - Present

Appointive Member

Marking a new beginning in leadership at the Center for International Trade Expositions and Missions (CITEM), the first Monday of June 2024 saw Ms. Romleah Pulido Ocampo officially take the helm as the agency's new Executive Director (ED). She previously held the position of Regional Director for Region 2 of the Department of Trade and Industry (DTI).

Delivering her first address, the new Executive Director thanked Officer-In-Charge Malou Mediran for the opportunity and support in her new lead role. She shared her vision for a reinvigorated, stronger CITEM that will reassert its place as the lead export promotions arm of the country. "We shall be collaborative and strategic, inclusive, and an important and indispensable part of a robust ecosystem that supports MSME development, industry development, and export development."

Part of her plans include reinvigorating the CITEM corporation and its brand as a whole, enhancing its core mandate and institutional strengths toward unmatched credibility and industry authority in export promotions. She expects the organization to intensify its efforts in all of CITEM's channels and platforms, including social media presence. Additionally, CITEM will focus on expanding regional export development and participation throughout the country. She also stressed the importance of building more partnerships through activation of other sectors, such as research and development institutions, the academe, and local government units among others.

The CITEM leader is also expecting more initiatives toward adapting global best practices and marketing benchmarks while simultaneously encouraging development and training, and providing other efficiency tools crucial for capacitating the agency workforce.



A homegrown talent of CITEM, Executive Director Ocampo began her career at CITEM in 1984, rising through the ranks and building a solid 23-year career in export marketing and promotions, as well as industry and MSME development. Resuming her government service career in 2009, she continued to excel in her craft, overseeing many of CITEM's signature export promotions events as she led the project management team for Manila FAME, IFEX Philippines, CREATEPhilippines, and overseas trade fairs across the globe.

She pressed on as a prominent force in various development programs when she moved to DTI Region 2 in 2019. With her directorship came key positions that further immersed her in the challenges faced by MSMEs and tested her mettle in transformative public service. Her committed efforts have delivered capacity-building opportunities for the agri sector in the Cagayan Valley Region, which covers the provinces of Batanes, Cagayan, Isabela, Quirino, and Nueva Vizcaya.

Innovative and responsive initiatives have always been a signature of ED Ocampo's body of work. During her tenure in Cagayan, she helped bridge the gap between supply and demand chains during harvest season and calamities with the Walang Sayang Project, to create a conducive space for digital and financial literacy for local farmers in the process. In July 2021, the Buy Local Advocacy she set in motion for the region became official, resulting in guaranteed sales for local MSMEs. Under this resolution, government agencies and units are to appropriate 10% of their procurement budget for local products. Today, more than 90% of the region's LGUs are helping sustain the local market with this advocacy.

Ending her speech, she underscored the need for CITEM's goals and work programs to be aligned with that of the DTI, while reminding everyone that "the way we measure our success is by realistically defining our success measures."

A nationwide top 3 Career Executive Service Officer III of her CESWE batch and qualified by a Bachelor of Arts degree in Social Sciences with majors in Economics and Sociology from the University of the Philippines, Executive Director Ocampo earned her Masters degree in Government Management at the Pamantasan ng Lungsod ng Maynila.