

Curriculum Vitae

NAME: REYNALDO CRUZ CENTENO

Generali Life Assurance Philippines Incorporated

President and CEO from July 1, 2016 to present

- Tasked to make the company a significant player in the local life insurance company by expanding its present distribution capabilities; introducing new and innovative products and services; and strengthening its management team.

WORK EXPERIENCE

Consultancy

January 1, 2016 – June 30, 2016

- Engaged by two leading non-life companies to do the required regulatory valuation and certification of actuarial liabilities.
- Engaged by Generali Asia to act as Senior Adviser in the separation process of Generali Group and BDO Bank and to set up the new life insurance company of Generali in the Philippines.

National Life Insurance Company

Chairman – Interim Governance Board from November 8, 2013 to June 30, 2016

- Led the successful rehabilitation of the National Life Insurance Company by managing a bidding process to choose a strategic investor who will be willing to comply with the rehabilitation plan drawn up by the Insurance Commission.
- Guided the management team of the company during the period of conservatorship to preserve company value for the eventual sale to a strategic investor.

Philamlife & General Insurance Company

Sr. Exec. Vice President – Chief Operating Officer from January 1, 2009 to October 9, 2015

- Responsible for overseeing the operations of both Philamlife and BPLAC (the bancassurance partnership of Philamlife and Bank of the Philippine Islands).
- Led the transformation of insurance operations into a world-class service delivery model using leading-edge technology and optimal outsource.

- Has extensive experience in change management, enterprise risk management, strategic planning and execution, merger and acquisition and general management.
- Chief Finance Officer of Philam Group for ten years prior to appointment as COO, thus gaining extensive experience in various companies of the Group involved in pre-need, health care, non-life insurance, mutual funds, savings bank, credit card, call center and property development.
- Chief Actuary of Philamlife prior to being appointed to the CFO role.
- Joined Philamlife as Actuarial Associate and Management Trainee in June 1986 and was appointed to the rank of Executive Vice President in less than 12 years after occupying ranks of AVP, SAVP, VP, FVP, and SVP.

PhilamCare Health Systems, Inc.

President and CEO May 30, 2008 to Sept 30, 2009

- Concurrent basis with the position of SEVP-COO of Philamlife.
- Led the company to meet its P1 Billion revenue goal but at the same time maintain its position as the most profitable HMO in the industry.
- Successfully managed the sale of the company when the parent company of Philamlife decided to divest its operations other than life insurance and asset management in the Philippines in 2009.

University of the Philippines

Professorial Lecturer June 1982 to June 1990

- Lectured in the Master of Science in Actuarial Mathematics Program which produced most of the current local actuaries in the life insurance, pre-need and health care industries.

Social Security System

June 1976 to May 1986

- Managed the Real Estate Department which was responsible for the granting of housing, commercial, industrial and hospital loans from Jan 1980 to May 1986.
- Concurrently managed the Investment Accounts Department which was responsible for the administration and collection of housing, commercial, industrial and hospital loans, fire insurance accounts, mortgage redemption

insurance accounts, and all acquired assets of the SSS from April 1979 to May 1986.

- Member of the Actuarial Staff responsible for making actuarial studies and recommendations to the Administrator of the Social Security System with regard to benefit programs, employee and employer contributions, and investments from Jan 1978 to Mar 1979.

EDUCATIONAL PROFILE

Post Graduate:

Top Management Program Asian Institute of Management Conferred on
Makati City & Cebu City June 11, 1999

Master of Science The University of Michigan Conferred on
Major in Actuarial Mathematics Ann Arbor, Michigan, U.S.A.

Dec. 18, 1977

College:

Bachelor of Science University of the Philippines Conferred on
Major in Mathematics Quezon City Mar. 28, 1976
Cum Laude

Secondary

Recipient of Scholarship Philippine Science High School 1968 - 1972
PSHS – NSDB Quezon City

Licenses/Professional Designation

Accredited Life Actuary, Insurance Commission
Accredited Non-Life Actuary, Insurance Commission
Fellow, Society of Actuaries (USA)
Fellow, Actuarial Society of the Philippines
Fellow, Life Office Management Institute
Member, American Academy of Actuaries
Member, Association Actuarielle Internationale

Past Directorship in Companies and Industry Associations

Director, Philippine American Life & General Insurance Co.
Director, Philam Asset Management Inc.
Chairman, Philam Properties Corporation
Chairman and President, Tower Club, Inc.
Chairman, Philamlife Tower Condominium Corporation
Chairman, Philamlife Tower Management Corp

Director, Asian Eye Institute, Inc.
President and Director, AIG Credit Card Company Phils., Inc.
Director, AIG Business Processing Services, Inc.
Director, AIG Philam Savings Bank
Director, Philam Plans, Inc.
Director, Philam Systems, Inc.
Director, Philam Insurance Co., Inc.
President and Director, PhilamCare Health Systems, Inc.
Director, Security-Philam Financial Solutions & Insurance Agency
Director, Philam Insurance Agency & Call Center Service, Inc.
President and Director, Philam Equitable Life Assurance Co.
Chairman & President, Entrepreneur & Exporters, Inc. (Entrex)
President & CEO, Philam Financial Advisory Services, Inc.
President, Philippine Life Insurance Association (PLIA)
President, Actuarial Society of the Philippines
Member of the Board of Trustees, Insurance Institute for Asia & the Pacific, Inc. (IIAP)
Chairman, IIAP Life Education Council
Director and Treasurer, Payroll Deduction Insurance Assn, Inc.

PERSONAL

Date of Birth	March 7, 1956
Nationality	Filipino