

Curriculum Vitae

NAME: DANIEL RODRIGO DELFIN REYES

WORK EXPERIENCE

Center for Research and Communication Foundation Incorporated – a 55-year-old non-academic research and professional consultancy engaged in consulting in business feasibility evaluation, demand & supply analysis, partnership development, project impact evaluation, assistance in foreign direct investment, value chain analysis

Member of the Board of Trustees

President from May 2016 to December 2022

- Penetrated the international target market; i.e., Japan, Taiwan, Australia, NZ, USA, South Korea and Singapore
- Established digital footprint for consulting services in the digital sector, agri-business, migration and overseas foreign workers (MOFW)
- Pivoted to digital marketing
 - Re-positioned CRCFI
 - Achieved operational efficiency
 - Entered partnerships
- Turned-around company performance; i.e., gross revenue increased by 36.70%, net income increased by 316.75%
- Number of completed consultancy projects increased by 150%

University of Asia and the Pacific

Vice-president of Business Development & Alumni Affairs and Management Committee Member from June 2016 to December 2022

- Vice-chairman of Research & Extension Cluster from September 2016 to December 2022
- Managing Director of Corporate Planning from July 15, 2013, to June 8, 2014, and January 5, 2015, to December 2022
 - Established the Business Process & Analytics Unit
 - Improved Customer Experience and Turn-around Times

Willis Towers Watson

Director of Global Operations of WTW Global Health and Group Benefits from June 16, 2014, to December 15, 2014

Insular Health Care – a fully owned subsidiary of Insular Life Assurance Company Ltd. Accredited in over 600 hospitals and clinics nationwide and network of 12000 physicians. An active member of the

Association of Health Maintenance Organizations of the Philippines, Inc. the recognized trade association of HMOs in the Philippines.

President & COO from March 1, 2010, to July 4, 2013

PAREF-Southridge School

Executive Director from June 1, 2008, to February 28, 2010

- Responsible for the general management and overall profitability
- Chairman of the Management Committee
- Turned around from prior years net losses to net profit

PhilamCare Health Systems – a member of the Philam Group of Companies, an affiliate of AIG and a member of UnitedHealth Group one of the largest healthcare corporations in the US. PhilamCare had a network of 300 hospitals, 6000 physicians, and 150 diagnostic clinics nationwide.

President & CEO from April 21, 2003, to May 31, 2008

- Led sales of P 1.0 billion, 300 employees and 10 branches. Affiliated with 300 hospitals, 6,000 physicians, and 150 diagnostic clinics nationwide. Membership of almost 2000 corporate & 200,000 individual accounts.
- Turned-around company performance from prior years losses to profits beginning 2003; i.e., 423% growth in profits in 2003, 78% growth in profits in 2004 or 70% annual average growth in profits from 2002 to 2006.
- Doubled paid-up capital stock in 2005
- Paid-out annual dividends to stockholders beginning 2004
- Re-structured and re-directed company towards sustainable key business opportunities; e.g.
 - Shifted portfolio mix to more profitable SME segment
 - Introduced “sachet” with the 1st pre-paid health care plan in the HMO market
 - Co-branding & joint marketing initiatives with banks & alternative distribution channels
- Improved internal business processes; i.e., managed total operating expenses at 2% annual growth from 2002 to 2006
- During 2003 to 2007, the average annual combined income ratio reached 12.13% versus the average of 2.17% during 1998 to 2002. Return on equity (ROE) reached 48.29% average per annum against the average of 8.75% during the prior 5-year period. From 2003 to 2007, PhilamCare declared dividends of 350 million pesos (versus P 26m in 1998 to 2002). During 2003 to 2007, PhilamCare accounted for at least 29% of the total HMO industry profits. In February 2008, net earned income reached 115% of the budget and net combined profit at 100% of budget.

Elan Pharmaceuticals – affiliate of Elan Corp. Plc in Ireland.

Country Manager from February 1998 to June 2001

- Developed the Southeast Asia Strategic Plan to enter new regional markets
- Led overall Philippine operations, growth and profit

- Doubled revenues and exceeded profit targets every year
- Posted as the 7th fastest growing company in the local pharma industry in two years
- Recognized as the 3rd largest revenue contributor to the worldwide Elan business
- Re-built the company. Inspired a new corporate culture. Designed, developed and implemented an integrated customer, sales & marketing information system. Market demand grew by 50% in 6 months. Career & people development programs were put in-place. Benchmarked salaries & compensation. Installed a financial information system that was shared across the company. Mature products were revived. Five new products were launched within three years.

GSK

Marketing Manager from June 1992 to January 1998

- Responsible for P1.0 billion business across gastroenterology, neurology, dermatology, cardiology, tuberculosis and antibiotics. Within my responsibility was Zantac (biggest GSK brand worldwide)
- Developed & implemented a strategic marketing plan for the gastro-intestinal products adapted by the Asia-Pacific Region.
- Turned around a declining anti-TB brand. #1 in the market in two years
- Launched a new antihypertensive brand. #1 in sales in GSK brand worldwide sales in two years

Warner Lambert (Pharmaceutical Division) Philippines – affiliate of US Company. Brands include Halls, Ponstan, Listerine and Clorets

Group Product Manager from May 1990 to May 1992

- Launched Ponstan SF which remains one of the bestselling pain relievers
- Developed and launched a television, print and radio campaign on good & bad cholesterol for a cholesterol lowering Rx medicine. In six months, it became the #1 in the market. Strategy pioneered the use of advocacy in marketing Rx medicines.

Pfizer

Group Product Manager from June 1985 to April 1990

- Occupied Group Manager role from management trainee within 4 years
- Developed a cardiovascular pre-launch program that was adapted by the Region

Carlos J. Valdez, CPAs – accounting and consultancy firm

Technical Assistant from January 1982 to 1983

Powerbilt Engineering – family business into fabrication of aluminum truck bodies for delivery vans

General Manager from February 1980 to January 1982

Del Monte Philippines

Cash Analyst from October 1979 to February 1980

TEACHING

Faculty – University of Asia and the Pacific School of Management, November 2002 to March 2003 and 2013. Lectured on International Business and Marketing Management in the MS Management Program

Faculty – Ateneo de Manila University School of Management, November 2002 to March 2003. Lectured on International Marketing

Associate Professor – De La Salle University Graduate Studies Program, September 2001 to March 2003. Lectured on Marketing Management & Marketing Channels in the MS Marketing Program

EDUCATIONAL PROFILE

- Master of Business Administration, University of the Philippines, 1983 to 1985
- AB Economics, University of the Philippines, 1975 to 1979

OTHER CURRENT DIRECTORSHIP

- Chairman of the Board, Philippine Openwater Swim Crossings Association

PERSONAL

Date of Birth – December 6, 1957

Nationality - Philippines