



FELIPE M. MEDALLA



GOVERNOR
Co-Chair RCG for Asia
Bangko Sentral ng Pilipinas

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CITEM BOARD OF GOVERNORS APPOINTMENT

June 30, 2022 – Present
 Ex-Officio

ACADEMIC & PROFESSIONAL QUALIFICATIONS

- ❖ **Ph.D. in Economics**
 Northwestern University in Evanston, Illinois
- ❖ **M.A. in Economics**
 UNIVERSITY OF THE PHILIPPINES
- ❖ **Economics and Accounting (cum laude)**
 DE LA SALLE UNIVERISTY

GOVERNOR FELIPE M MEDALLA is a Certified PUBLIC ACCOUNTANT.

Mr. Felipe Medalla is Governor of the Bangko Sentral ng Pilipinas (BSP). He has been a member of the BSP policymaking Monetary Board since July 2011. Before joining the Monetary Board, he taught at the University of the Philippines-School of Economics (UPSE) from 1991 to 2011. He also served as UP vice president of planning and finance from 1988-1991 before being named Dean of UPSE from 1994-1998. In 1998, Mr. Medalla was appointed Secretary of Socio-Economic Planning and Director-General of the National Economic and Development Authority.



BERNADETTE ROMULO-PUYAT



DEPUTY GOVERNOR
Bangko Sentral ng Pilipinas

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Manila

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CITEM BOARD OF GOVERNORS APPOINTMENT

June 30, 2022 – Present
Alternate Representative

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.

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.



ALFREDO E. PASCUAL



SECRETARY Department of Trade and Industry

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CITEM BOARD OF GOVERNORS APPOINTMENT

June 30, 2022 – Present

Ex-Officio

ACADEMIC & PROFESSIONAL QUALIFICATIONS

- ❖ **University of the Philippines Diliman**
B.S. Chemistry
Master of Business Administration
- ❖ **University of the Philippines College of Science**
Department of Chemistry – Instructor
- ❖ **Ateneo de Manila University**
Departments of Management engineering and
Business management – part-time lecturer
- ❖ **Asian Institute of Management (AIM)**
Financial Management – American Express Foundation
Professor Management from 1980 to 1989
Master of Business Management Program - Chairman
Advance Bank Management Program – Director

TRAININGS AND/OR CONTINUING PROGRAM ATTENDED

- ❖ **EC-ASEAN Program on Strategic and Organizational Change**
Euro-Asia Centre Campus INSEAD France

AWARDS

- ❖ **University of the Philippines**
Honorary Doctorates
- ❖ **Malacanang**
Presidential Lingkod Bayan Award got Higher Education
- ❖ **University of the Philippines Alumni Association**
Lifetime Distinguished Achievement Award

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 as a governance advocate, academic leader, international development banker, and management educator. He served 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.

He 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).

As President of the University of the Philippines—a system of eight constituent universities with 17 campuses across the country, Mr. Pascual implemented initiatives and programs to transform UP into a research-intensive university, internationalize it, raise its profile as a global university, and strengthen it as a leading public service university. He also modernized UP's campuses and initiated their digital transformation.

At ADB, he undertook infrastructure and financial sector projects in Asian countries, e.g., China, India, Viet Nam, Pakistan, Philippines, Indonesia, and Afghanistan. His projects facilitated venture capital investment, MSME financing, trade finance, and PPP infrastructure development. He had postings at the ADB's resident offices in India and Indonesia. He represented ADB on the corporate boards of ADB investee companies (e.g., banks, funds, financial institutions, and manufacturing firms) in China, India, and the Philippines.



GLENN G. PEÑARANDA



ASSISTANT SECRETARY, FTSC
OFFICER-IN-CHARGE, TPG
Department of Trade and Industry

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CITEM BOARD OF GOVERNORS APPOINTMENT

June 30, 2022 – Present

Ex-Officio

ACADEMIC & PROFESSIONAL QUALIFICATIONS

- ❖ **University of the Philippines Diliman**
 B.S. Business Economics
 Master of Business Administration

Assistant Secretary Glenn G. Peñaranda is the Coordinating Officer of the Foreign Trade Service Corps (FTSC) and concurrent Officer-in-Charge for Trade Promotions Group (TPG). As head of the FTSC, he coordinates the export and investment promotion of twenty-nine (29) Philippine Trade and Investment Centers (PTICs) in twenty (23) countries.

In his capacity as OIC of TPG, he leads five promotional agencies of the DTI: the Bureau of Domestic Trade Promotions (BDTP), the Center for International Trade Expositions and Missions (CITEM), the Design Center of the Philippines (DCP), the Export Marketing Bureau (EMB), and the Philippine Trade Training Center (PTTC). He leads the continued execution of a total integrated approach to trade promotions that will move the export needle and catapult Philippine products into the global value chain through the implementation of acceleration and promotional strategies directed at identified markets.

He has been with the Department for almost 40 years, having started as an Industrial Development Researcher in the then Ministry of Trade and Industry. He transferred to the Board of Investments handled special projects, the Computer Division and where he became the representative to the United Nations Industrial Development Organization – Investment Promotion Service (UNIDO-IPS) to promote industrial collaboration between France and the Philippines. As an officer of the BOI, he pioneered the establishment of Country Desks as part of the frontline for Investment Promotion.

He became a Foreign Trade Service Officer in 1994 and was Commercial Attaché to France and Malaysia. He then served as Trade Representative in Chicago covering the US Midwest. As Special Trade Representative, he served as Commercial Counsellor to Singapore, Brunei and then to Beijing, China. This is his third rotation as Coordinating Officer.



CECILIA C. BORROMEO



PRESIDENT & CEO
Land Bank of the Philippines

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CITEM BOARD OF GOVERNORS APPOINTMENT

March 01, 2021 – Present
Ex-Officio

ACADEMIC & PROFESSIONAL QUALIFICATIONS

- ❖ **Asian Institute of Management**
Advanced Bank Management
- ❖ **De La Salle Business School**
Master of Business Administration
- ❖ **University of the Philippines Los Banos**
Bachelor of Science in Agribusiness
- ❖ **University of Washington Executive Education Foster School of the Business**
Pacific Rim of Bankers
- ❖ **Massey University in New Zealand**
International Study on Rural Banking and Finance

RELEVANT EXPERIENCE

- ❖ **PRESIDENT & CEO**
Development Bank of the Philippines
January 2017 – February 2019
- ❖ **OFFICER-IN-CHARGE**
Landbank of the Philippines
2016
- ❖ **EXECUTIVE VICE PRESIDENT**
LBP Agricultural and Development Lending Sector
2012-2016

TRAININGS AND/OR CONTINUING PROGRAM ATTENDED

- ❖ **UPDATE OF ANTI-MONEY LAUNDRY ACT**
Landbank of the Philippines
September 20, 2019
- ❖ **CORPORATE GOVERNANCE ORIENTATION PROGRAM**
Institute of Corporate Directors
May 9, 2019

She re-joined LANDBANK on March 01, 2019, and she felt at home in the organization where she worked her way up to various key positions. Her extensive banking career spans 31 years of handling, treasury and investment banking, public sector lending, corporate banking, global banking, wholesale banking and lending program management.



ELCID C. PANGILINAN



SENIOR VICE PRESIDENT Land Bank of the Philippines

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Mr. Pangilinan currently serves as the head of the LANDBANK's Strategy and Knowledge Management Group which leads in the strategic initiatives of the bank. Prior to this, Mr. Pangilinan was a development professional for various organizations such as USAID, Millennium Challenge Account Philippines and the United Nations Development Programme. Mr. Pangilinan has been with various government institution for more than 20 years including the Department of Education and the President's Presidential Management Staff. He also shared his expertise as a member of the faculty of various academic institutions including the De La Salle System; the Ateneo de Manila University; the University of Asia and the Pacific, among others. In addition, Mr. Pangilinan currently holds active membership and leadership position in the Chevening Alumni Foundation of the Philippines, Inc. (Vice President), Hubert H. Humphrey Alumni.

CITEM BOARD OF GOVERNORS APPOINTMENT

March 01, 2021 – Present

Alternate Representative to the CITEM Board

ACADEMIC & PROFESSIONAL QUALIFICATIONS

- ❖ **Master's in science (Economics)**
Economics and Political Science (LSE)
University of London
- ❖ **Hubert H. Humphrey Fellow of Public Policy
Management and Finance**
Boston University in Massachusetts



JUDY CAROL L. DANSAL



ADMINISTRATOR *National Food Authority*

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CITEM BOARD OF GOVERNORS APPOINTMENT

06 March 2017 – 25 December 25, 2018
Alternate Representative to the CITEM Board
18 June 2019 – Present
CITEM Ex-Officio

ACADEMIC & PROFESSIONAL QUALIFICATIONS

- ❖ **BACHELOR OF LAWS**
San Beda College Mendiola St., Manila
Scholar
- ❖ **BACHELOR OF ARTS MAJOR IN ENGLISH**
Northern Christian College, Laoag City
Cum Laude

PRESENT POSITION

- ❖ **VICE CHAIRPERSON**
NFAA Council
June 18, 2019 – Present
Philippine Fisheries Development Authority
June 18, 2019 – Present
- ❖ **CHAIRPERSON/BOARD OF DIRECTORS**
Food Terminal Incorporated (FTI)
January 23, 2020 – Present
- ❖ **ELECTED BOARD OF TRUSTRESS/BOARD OF DIRECTORS**
Center for International Trade Expositions and Missions (CITEM)
2019 – Present

RELEVANT EXPERIENCE

- ❖ **BOARD OF DIRECTOR/MEMBER**
Food Terminal Incorporated (FTI)
November 29, 2019 – January 22, 2020
- ❖ **ALTERNATE REP./BOARD OF DIRECTORS**
Quedon Corp.
2017 – 2018
- ❖ **DESIGNATED ALTERNATE REP./ BOARD OF DIRECTORS**
Philippine Fisheries Development Authority
February 6, 2017 – December 25, 2018
- ❖ **DEPUTY ADMINISTRATOR**
National Food Authority
June 13, 2017 – December 26, 2018

- ❖ **DESIGNATES ALTERNATE EX-OFFICIO/REP.**
Center for International Trade Expositions and Missions
March 6, 2017 – December 25, 2018
- ❖ **ELECTED BOARD OF TRUSTEES/BOARD SECRETARY**
Philippine Association of Government Corporate
Lawyers (PAGLAW)
2009 - 2007

she joined the government service in the National Food Authority (NFA), as a casual rank and file Special Investigator. Through the years, she was rewarded with upward career movements because of her loyalty, dedicated service, integrity, and responsibility as a public servant.



DR. EDWARD L. FERREIRA



EXECUTIVE DIRECTOR **Center for International Trade** **Expositions and Missions**

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CITEM BOARD OF GOVERNORS APPOINTMENT

November 22, 2022

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.

The Center for International Trade Expositions and Missions or CITEM's Executive Director Dr. Edward L. Ferreira, Ph.D is a man who takes remarkable initiatives in service that has driven him to gain notable distinctions in the areas of science, business, and diplomacy. He has an overflowing dynamism in doing purposeful work; and a powerful character that enables both creativity and innovation to thrive. Most importantly, he displays a relentless pursuit towards greatness—not only for himself—but for the people he works with and the country he serves.

He is a trailblazer of many 'firsts' for the country. In the field of science, during his youth, he was a Presidential Awardee for Academic Excellence from the State University, graduating with a Bachelor of Science degree in Microbiology. This catapulted him to bigger opportunities, becoming the first recipient of a scholarship grant for a post-graduate studies in Lunar Microbiology at the University of California Los Angeles (UCLA); and getting the opportunity to be the first Filipino to be given the opportunity to work in the Bio-Satellite project of the National Aeronautic Space Administration (N.A.S.A.) during the Apollo 11 launching of the first man on the moon in Houston, Texas; the first Filipino to be cited as a lunar microbiologist for his contribution to the American Space program by the Filipino Medical and Scientific Professional Association in the United States.