



Event Program

10:30 | Invocation

10:35 | Introduction – Richard Mills



10:40 | **Irene Licas**

Head of Corporate Planning
LBC Express

OPENING: Irene oversees Strategy Development, New Business Development, Program Management Office and Quality/Process Excellence at the nation's largest courier, cargo and money remittance service company with 1200 locations throughout the world.

Asia ECOMM Forum 2021
Design the Right Move for your Business



**10:50 | John Gonzales**

***Vice President and Head for Enterprise Digital Solutions
PLDT Enterprise***

PRESENTER: John oversees the emerging technology initiatives of PLDT for its corporate enterprise customers. He previously co-founded and led a cloud service provider called Business Cloud Live and was General Manager of Jebsen and Jessen Communications and Teledata Philippines. John has been in the ICT industry for 30 years.

**11:00 | Tryke Gutierrez**

***CEO
Tier One Entertainment***

PRESENTER: Tryke is considered a pioneer in eSports industry. As founder of Philippine's first gaming and esports talent agency, he is revolutionizing ecommerce by developing celebrity influencers and connecting brands with the massive gaming audience.

**11:10 | Dennis Velasco**

***CEO
Prosperna***

PRESENTER: Dennis moved back to the Philippines after 12 years of Silicon Valley experience. His mission is to empower 100,000 Philippine SMEs with simple and affordable eCommerce software.





11:20 | **Miguel Yujuico**

Managing Director
PCCI Innovation Center

PRESENTER: Miguel oversees a new facility offering educational programs in key growth areas such as artificial intelligence, robotics, coding, big data analysis, Internet of Things, satellite internet connectivity, and blockchain for start-ups, established businesses, and LGUs (local government units).



11:30 | **Roderick Danao**

Vice Chairman and Assurance Managing Partner
PwC Philippines

PRESENTER: Rick has a senior experience consulting large and complex companies, both domestic and multinational. He has more than 15 years of hands-on experience in Financial reporting (International Financial Reporting Standards and US GAAP).



11:40 | **Reuben Jayasinghe**

ASEAN Digital Innovation Lead
Amazon Web Services

PRESENTER: Reuben is one of the region's most experienced digital business innovation leaders. He has worked with major organizations across Asia to deliver growth and customer success through trusted customer relationships, developing deep customer business understanding, and driving collaboration across multiple capability teams and partners.





11:50 | **Steve Sy**

Founder and CEO
Great Deals E-Commerce Corp

PRESENTER: Steve's company is considered one of the nation's fastest growing tech startups. He recently raised US\$12M from Navagar, the largest private equity firm in the country with plans to become Philippines' own Alibaba. Steve founded the company after spending many years as an entrepreneur in the retail and e-commerce sectors.



12:00 | **Bernadette Nacario**

Country Director
Google

PRESENTER: Bernadette manages day-to-day operations and develop an overall growth strategy for one of the world's largest technology companies. She is a highly experienced veteran of the tech industry with past country leadership roles at companies like IBM, Apple and Microsoft.

12:10 | Q+A Session



12:50 | **Richard Strollo**

Vice President, Supply Chain
LBC Express

CLOSING: Richard is one of the region's most senior industry leaders. He has been worked in Country Head roles across Asia in countries like Taiwan, Korea, Malaysia, the Philippines, for countries like DHL, Airborne Express, BDP and Agility.

