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**INNOVATION IS SEEING CHANGE AS AN OPPORTUNITY AND NOT A THREAT**

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**ASIA ECOMM FORUM 2022**

**THURSDAY-JUNE 9 AT 10:30AM**  
STREAMING LIVE VIA **ASIA CEO FORUM FACEBOOK PAGE**

## Event Program

10:30 | Invocation

10:35 | Introduction – Richard Mills



10:40 | **Richard Strollo**

**Vice President of Supply Chain**  
**LBC Business Solutions**

*OPENING: 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.*

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*Innovation is Seeing Change as an Opportunity and Not a Threat.*



**10:50 | Victor Genuino****President & CEO**  
**ePLDT**

*PRESENTER: Victor oversees the leading provider of digital business solutions such as Data Center, Cloud, Cyber Security and Managed IT for enterprise organizations across the country and the Asia Pacific region. Victor has had a prominent career as a senior leader in energy and telecom sectors. He was previously CEO of advanced engineering companies MServ and MSpectrum.*

**11:00 | Arthur Nowak****CEO**  
**Arthur Nowak CX Consulting**

*PRESENTER: Arthur is considered one of Asia's most senior leaders in customer experience management. He previously led 25,000+ employees as the Country Manager for the Philippines, India, Australia, and New Zealand with major global outsourcer TTEC. He was also head of global training and leadership development and pioneered a global culture and strategy transformation, known as CultureCX.*

**11:10 | Sheila Mae Choi****Owner**  
**AboutMaeph**

*PRESENTER: Mae has revolutionized the sale of luxury jewelry in the Philippines. Selling exclusively over Facebook, she is much loved for her "Live Selling" techniques. Working with her husband, she has built a thriving business and teaching others her techniques.*

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11:20 | **Adonis Yap**

**FVP, Digital Business Banking Group Head  
China Bank Savings**

*PRESENTER: Adonis is in charge of Alternative Channels offering Internet Banking services including Mobile Banking, ATM and Cash Accept Machines. Internet Banking services including Mobile Banking. China Bank Savings is the retail arm of China Banking Corp, and has played a key role in developing some of the nation's most promising entrepreneurs and businesses.*



11:30 | **Elek Toth**

**General Manager  
Insight**

*PRESENTER: Elek is one of the region's most experienced leaders. He was previously CEO of Concentrix when it was the nation's largest private sector employer. At Fortune 500-ranked Insight, Elek provides technology services including digital innovation, cloud + data center transformation, connected workforce and more. He also has managed substantial shared services operations for AIG and BPO operations for NCO Group in India, Malaysia, the USA and other countries.*



11:40 | **Carlo Calimon**

**Founder & CEO  
Start-Up Village, MobKard**

*PRESENTER: Carlo is very involved in the start-up community. He is a founder and/or early stage developer of new businesses, Director at Idea Stage Incubator, Startup Village, Director of Lets Go Foundation, among many other activities.*

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11:50 | **Denice Sy**

**Chief Sales & Marketing Officer**  
**Ever Bilena Cosmetics**

*PRESENTER: Denice is a key leader at the nation's largest Filipino cosmetics company. She launched 4 new brands, namely Hello Glow, Ever Organics, Spotlight Cosmetics, and Hyaloo during the pandemic to rebound declining sales from the company's mass color cosmetics business. Ever Belina also expanded its reach by attracting 1,000 new trade partners for all of its brands.*

12:00 | Closing

