



Event Program

MORNING SESSION

09:00 | Welcome – Richard Mills



09:20 | **Mia Bulatao**

Chief Commercial Officer
Quad X

PRESENTER: Mia is one of the nation's most experienced marketing and CRM leaders. She transformed card loyalty for AIG, Bankard and BDO, led CRM at ABS-CBN Interactive and LBC Express, and built Customer Value Management capabilities at Smart Communications.



09:40 | **Denice Sy Munez**

Chief Executive Officer
Ever Belina

PRESENTER: Denice leads her company's day-to-day operations and ecommerce efforts. Ever Bilen Cosmetics is the largest name of affordable quality cosmetics in the Philippines – with more than 1,000 products and direct sellers exceeding 25,000 across the country.

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10:00 | **Christian Lim**

Chief Operating Officer
Microsoft Philippines

PRESENTER: Christian oversees business operations and responsible for all Microsoft products covering all segments: SMB, Enterprise, and Consumer. He leads the country development and execution of strategies for Microsoft solution areas: data/AI, modern workplace productivity tools (O365), and other business apps.

TOPIC: Digital Transformation in Ecommerce

10:20 | Break



10:30 | **Ernie Lopez**

President and CEO
ABS-CBN Publishing

PRESENTER: Ernie is responsible for transitioning the large publishing organization of ABS-CBN to be completely digital, and quickly. He previously declined an external offer to sell the group and it was decided that publishing was strategic within the ABS-CBN family.



10:50 | **Gary Repchuk**

Managing Director
VeritasPay

PRESENTER: Gary's company has become one of the nation's key leaders in the online and mobile payment industry providing systems supporting the largest banks, telecommunications providers and enterprises large and small.





11:10 | **Jacqueline van den Ende**

Chief Executive Officer

TrueMoney Philippines

PRESENTER: Jackie previously led a successful start-up company called Lamudi to become the market leader in online real estate. TrueMoney provides low cost financial services across the ASEAN region with presence in Thailand, Indonesia, Vietnam, Cambodia, Myanmar and the Philippines with backing by Ascend Group, CP Group and Alipay.

11:30 | Panel Question Period

12:00 | Lunch



AFTERNOON SESSION



01:30 | **Jeffrey Siy**

Captain
Galleon.ph

PRESENTER: Jeff company sells products not available in the Philippines handling everything from purchasing items overseas to shipping door-to-door nationwide. Prices are indicated in Pesos inclusive of item price, custom duties, shipping and delivery.



01:50 | **Kate Bellosillo**

General Manager
Kyani Philippines

PRESENTER: Kate has led her company's ecommerce initiatives to include not just purchasing, inventory and like to hardcore sales and marketing. The result has been explosive growth of 90% at her direct selling organization. Kyani Philippines is one of the newest country operations and already the 6th largest of the global company.



02:10 | **Mark Bantigue**

Head of Ecommerce, Vice President
Security Bank

PRESENTER: Mark has a strong background in the tech start-up community with senior postings with Yondu and Groupon. He now leads ecommerce initiatives with the nation's 4th largest bank and considered the customer-focused leader in online banking.

02:30 | Break





02:45 | **Jorge Azurin**

Founder

Horsepower.ph

PRESENTER: Jojoy is co-founder of various start-ups including co-founder of several startups such as MediXserve.com, BayaniHealth.com, Derusni.com, AsiaPixel.com, Printers2Go.ph, Hiring.ph, Centurology.com, OpusLeaf.com, Exams.ph. He is Co-Director of the Founder Institute for Philippines, the world's largest startup incubator.



03:05 | **Ann**

Cuisia

Founder and CEO

TraXion

PRESENTER: Ann is the pioneer in the Philippines for helping non-profit organizations achieve digital transformation and online giving facilities. TraXion is a peer-to-peer financial technology solution based on blockchain. It allows instantaneous transactions and borderless transfer of ownership, processed and validated by delegated servers making it secure, fast and superior over other existing systems.

03:30 | Panel Question Period

04:15 | Networking & Closing - Rebecca Bustamante



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partners, and agents is growing steadily, and commits to moving lives, businesses, and communities in the Philippines and across the globe. Founded in 1945 as a brokerage and air cargo agent, LBC Express pioneered time-sensitive cargo delivery and 24-hour door-to-door delivery in the Philippines. Today, it is the most admired and trusted courier, cargo, and remittance service of millions of Filipinos, an iconic and global Filipino brand. LBC can move it for you!



VeritasPay is a Philippine based development company which specializes in Payment Card Industry certified Mobile Payment/Point of Sale software solutions designed for use with smartphones, tablets, web terminals and PCI DSS Level 1 compliant banks & processing companies.

VeritasPay specializes in Payment Card Industry certified Mobile Payment/Point of Sale software solutions designed for use with smartphones, tablets, web terminals and PCI DSS Level 1 compliant banks & processing companies. VeritasPay offers the highest number of mPOS solutions in the industry, and can deliver a selection of industry specific and custom payments solutions and services.

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Elite Sponsor



PLDT Enterprise is the corporate business arm of the leading telecommunications and digital services provider in the country. Through its different units, the Enterprise group is dedicated to deliver

an array of fixed-line, wireless, and ICT solutions that enable business owners to adapt to evolving technological needs by means of providing access to innovative solutions that optimize efficiency, continuity, connectivity, and enhanced customer experience.

Leveraging on PLDT's robust nationwide infrastructure, PLDT Enterprise makes it its mission to empower businesses of all sizes with innovative solutions and technologies aimed to bring business to the next level and remain competitive amidst the global digital disruption.



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virtual office, and workplace recovery businesses, we enable people and businesses to work where they want, when they want, how they want, and at a range of price points. Regus Philippines is considered the fastest growing country operation in the world.

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