

The Kyra Judges

Chairman of the Board of Judges:

Dr. Ned L. Roberto, Roberto and Associates, Inc.

Members:

Mr. Gulliver G. Go, Business Development Consultant

Ms. Marlene N. Ochoa, Manila North Tollways Corporation

Ms. Cosette F. Romero, Fleishman-Hillard Manila

Ms. Fely I. Soledad, Philippine Council for NGO Certification



Dr. Ned L. Roberto, Roberto and Associates



Dr. Ned Roberto is currently the chairman and president of Roberto & Associates, Inc. (RAI), a training, consulting and publishing agency. He also sits on the board of directors of organizations such as Social Weather Stations, where he is a research fellow. Before setting up RAI in 1982, Dr. Roberto was executive vice president of Consumer Pulse Inc.(now known as AC Nielsen); vice president of Media Pulse, Inc.; and executive director of the International Council for the Management of Population Programmes (ICOMP).

He has done extensive consultancy work region-wide for national and transnational corporations and multinational agencies. In the Philippines, Dr. Roberto has been consultant for marketing planning, product management and marketing research to practically all the leading multinational corporations in the consumer goods, pharmaceutical, household products, beverage, cosmetics, processed food, banking, advertising, and airline industries. He has consulted overseas for several major multinational corporations in Australia, Hong Kong, Indonesia, Japan, Malaysia, Singapore, Thailand, and Taiwan. These include Procter & Gamble, Unilever, Citibank, Pfizer, McCann-Erickson, Nestle, AC Nielsen, etc. He has also been involved in social marketing planning and research, and consulting for such international organizations as the World Bank, the UN Fund for Population Activities, the International Labour Organization, the UN Development Programme, the Asian Development Bank, the Ford Foundation, the International Development Research Centre, the Population Council, and the UN Economic Commission for Asia and the Far East.

Dr. Roberto was the 1985 president of the Marketing and Opinion Research Society of the Philippines (MORES). He was the recipient of the Philippine Marketing Association AGORA Award for Achievement in Marketing Education in 1983, and the Association of Marketing Educators of the Philippines' 1st Lifetime Achievement Award as Marketing Educator in 2004.

Dr. Roberto was the Coca-Cola Foundation Professor in International Marketing at the Asian Institute of Management. His teaching and research areas of interest include basic marketing, marketing research, social marketing, social marketing research, and consumer behavior. He is currently helping AIM as a Faculty and Research Fellow of its RVR Center for Corporate Responsibility. He has also taught at the Northwestern University's Kellogg Graduate School of Management Chicago Campus and at the Euro-Asia Centre of INSEAD Macau and Singapore programs. Dr. Roberto received his Doctor of Philosophy in Marketing and a Master in Business Administration from The Kellogg Management School of Northwestern University (1973).

Dr. Roberto has authored nine well researched books: three marketing research textbooks – Applied Marketing Research and User-Friendly Marketing Research, 1st and 2nd editions; three social marketing books – Strategic Decision Making in a Social Program; Social Marketing: Strategies for Changing Public Behavior (coauthored with Philip Kotler); Social Marketing : Improving the



Quality of Life (coauthored with Philip Kotler and Nancy Lee); two market segmentation books – Strategic Market Segmentation; and The Marketer’s Guide to the Socio-Economic Classification of Filipino Customers; and a local governance book – Making Local Governance Work. In 1975, he wrote the first social marketing book – Strategic Decision Making in a Social Program, published by Lexington Books of Massachusetts (USA). He has also published several articles on marketing and social marketing in international journals and has contributed chapters in major books of readings in the field of marketing.



Mr. Gulliver G. Go, Business Development Consultant



Gulliver Go is involved in business development consulting for institutions such as the Mapua Information Technology Center, Summit Media, Department of Science and Technology (DOST), First Gen Power Co., JobStreet.com, Argosy Investments, e-ASEAN, TouchMedia, Nexus Technologies and the Rural Bank of Ibaan. Mr. Go is a partner in a forum-based blog, Finance Manila, that actively discusses Philippine equities and other fixed income investments. He is active in course development engagements for the non-profit sector with clients like Asia Foundation, Venture for Fundraising and United Nations Country Team (UNCT). He was formerly the Business Development Director of Summit Internet Investments handling contact centers, web development and e-procurement for the JG Summit group. Prior to this, Mr. Go was an Investment Analyst for the endowment entity of AIM, the Scientific Research Foundation.

As part-time faculty in the Asian Institute of Management, Mr. Go has lectured for the Executive Center for Lifelong Learning (EXCELL) for Investment Management, Project Management, and the Pre-MBA courses on Basic Finance & Accounting. He has a degree in Masters in Business Management (with Distinction) from the Asian Institute of Management and a Bachelor of Arts in Humanities, University of the Philippines.



Ms. Marlene N. Ochoa, Manila North Tollways Corporation



Marlene Ochoa, is among a select few accredited public relations practitioners, conferred by the Public Relations Society of the Philippines (PRSP). Currently the Vice-President for Corporate Communications at the Manila North Tollways Corporation (MNTC), Marlene conceptualized and managed its communications program to generate continuous public support and goodwill for the utility/ public service company. Its 2004-2005 Integrated Communications Program for the Northern Luzon Expressway (NLEX), an advocacy campaign which led to the smooth opening of the expressway and public acceptance of its higher toll fees, was conferred the highest industry recognition, the 2006 Grand Anvil Awards, by the PRSP. The NLEX program was recognized by industry peers and the academe as a “business model”, “a laudable PR program”, and “a success story in a hostile environment”.

Under her leadership, MNTC’s various programs also received acclaim from the PRSP. Its Driver’s Forum on Safety program won the 2008 Anvil Award of Merit for Corporate PR Program in Support of Advocacy, and the MNTC corporate calendar won the 2008 Anvil Award of Merit for Tools of PR – External Publication. Its Anti-Overloading Communication Campaign was awarded the 2007 Anvil Award of Merit for Corporate PR Program – Public Affairs: Road Safety and Advocacy. Ms. Ochoa also leads MNTC’s Corporate Social Responsibility programs, which include partnerships and dialogues with NGOs and communities in Bulacan, Pampanga, Nueva Ecija, Tarlac and Bataan to promote development in the region, as well projects in housing for 3 Gawad Kalinga villages in Bulacan and Valenzuela City; education, through the sponsorship of school building construction and repair; health, through medical/ dental missions for poor communities; and environment, through MNTC’s “Greening the NLEX” program participated in by employee volunteers.

Ms. Ochoa’s expertise cuts across all aspects of public relations: issues management, corporate communications, marketing communications, advocacy management, government relations, media relations, corporate sponsorships, publications management, website management, product launches and special events, and public information campaigns. Her career includes positions as Head of Corporate Communications of Asia Pacific Resources International, Ltd. In Jakarta, External Affairs Director of Coca-Cola Export; Corporate Communications Director of Cemex Philippines, Corporate Communications Manager of Caltex Philippines and Public Affairs Manager, National Power Corporation. Ms. Ochoa holds a Masters of Arts in Communication degree from the University of the Philippines, and a Bachelor in Communication Arts from the University of Sto. Tomas.



Ms. Cosette F. Romero, Fleishman-Hillard Manila



Cosette Romero is currently the Senior Vice President and General Manager of the Manila office of Fleishman-Hilliard, the largest international PR agency with headquarters in St. Louis, Missouri. As such, she holds the double distinction of being the first local and first female to head the Manila office. A veteran PR practitioner with over 20 years of professional experience, Ms. Romero's areas of expertise are in public affairs, corporate/ financial, pharma/ healthcare PR, consumer marketing, social marketing, lobbying, crisis/ issues management and media training.

A cum laude graduate of Liberal Arts major in Communication Arts from Maryknoll College, Ms. Romero started doing PR work in the service industry, and went on to establish PACT/ Public Affairs Communicators, Inc. a local independent PR agency, with 2 partners. At PACT, Ms. Romero worked on a variety of local and multinational clients. It was at PACT that she honed her skills in crisis management, public affairs, lobbying and running political campaigns.

After 10 years running PACT, the agency was acquired by Ogilvy & Mather, Philippines. Ms. Romero was retained as Managing Director of Ogilvy Public Relations Worldwide in Manila. It was during her tenure that Ogilvy won two Anvil awards in 2000 from the Public Relations Society of the Philippines. One Anvil was for Roche Philippines for "PR in support of marketing" for Xenical, the anti-obesity treatment. The other was the First Asian Anvil for crisis handling of the dioxin crisis for Mead Johnson's infant milk formula.

Some of her past outstanding work include: lobbying for an Executive Order from the Office of the Philippine President lifting the ban on a pesticide of a European agrochemical company; crisis management for an American power company whose project partner was facing accusations of bribery and corruption; a publicity campaign on behalf of the lawyer of a consortium that opposed the new international airport in Manila; providing strategic counseling and monitoring for an American hydro power project which was faced with opposition from legislators, NGOs and communities; and crisis handling of a well-known pet food wherein contaminated batches resulted in deaths of pets across the region.

Ms. Romero was the immediate past president of the Philippine chapter of the International Association of Business Communicators, Inc., or IABC, an association of communications professionals headquartered in San Francisco, U.S.A.



Ms. Fely I. Soledad, Philippine Council for NGO Certification



Felicidad Imperial-Soledad is the Executive Director of the Philippine Council for NGO Certification (PCNC), an NGO self-regulating body authorized by the Department of Finance (DOF) – Bureau of Internal Revenue (BIR) to certify non-profit organizations that meet established minimum criteria for accountability and transparency in their service to underprivileged Filipinos.

When the Memorandum of Agreement with the Philippine government was signed in January 1998 bestowing on PCNC the authority to certify non-stock, non-profit organizations for tax purposes, Ms. Soledad took on the responsibility of putting up the systems and procedures at PCNC. In June 1998, as Executive Director, she saw to the setting up of the PCNC office and now manages its operations from the training of evaluators to the evaluation of organizations applying for donee institution status.