



## **ERNEST CUSTODIO**

Managing Director for the MRM Worldwide business group in the Philippines. Ernest has 8 years of solid cRM discipline experience and is one of the country's experts in the field of Customer Data Analysis and Customer Knowledge. Before joining MRM, Ernest worked for a year as a consultant for cRM, database, and analytics. Prior to that, he worked with INDIO Consulting, one of the most reputable local cRM consulting firms as Director for Customer Knowledge Services. He started off his love affair with Customer Relationship Management in OgilvyOne as Data Services and Analysis Consultant. Ernest's career track has allowed him to build credentials in cRM, direct marketing, data mining, and analysis in industries including food, FMCG, telecommunications, pharma and healthcare, trade, and auto. Many of his strategies and recommendations have exceeded clients' expectations of return on their investment, acquisition, and retention.

A mentor in many ways, Ernest spent seven years educating graduate and undergraduate students in one of the Philippines' top universities. He taught Calculus, Statistics, Systems Analysis and Design, and Database Systems and was also a key contributor in the development of the curriculum and standards for the university's degree program in Management Information Systems.