

BERNARDO J.B. MITRA, SR.

"Jojo"

E-mail: bernardo@mitra.ph

WORK EXPERIENCE

Private Sector

Current Positions:

May 2008 to present

DIRECTOR

Manila Economic and Cultural Office

7/F, Trafalgar Plaza

105 H.V. de la Costa St., Salcedo Village

Makati City

MECO promotes trade, investments, tourism, labor and scientific and cultural cooperation in Taiwan in coordination with Philippine government agencies and the private sector. It issues visas, by authority of the Philippine Bureau of Immigration, and provides other consular and legal services. MECO also provides practical assistance to Filipinos residing and working in Taiwan.

May 2007 – Present

Chairman

Chilline Attitude Corporation

Unit 2401 24/F Atlanta Centre

31 Annapolis St., Greenhills

San Juan City

A company that builds and develops incomparable destinations that cater to a high-end client base.

January 2007 – Present

Chairman

Robere and Associates Philippines Inc.

Unit 2401 24/F Atlanta Centre

31 Annapolis St., Greenhills

San Juan City

The company is the Philippine counterpart of Robere and Associates, the leading business improvement consultancy and training company in Southeast Asia that specializes in organization development and management systems implementation.

It offers a selection of management consultancy, training courses and programs to fit varying needs. With both Filipino and expatriate trainers, it helps companies establish management systems and train companies to achieve certification and compliance to international business standards.

November 2006 – Present

Chairman

Philippine Call Center Alliance Inc. (Philcall)

Unit 2401 24/F Atlanta Centre

31 Annapolis St., Greenhills

San Juan City

It is a newly-organized association of small and medium-sized call centers operating all over the country.

October 2005 – Present

Chairman

Informatics-Caloocan (Intellicollege)

380 Rizal Ave. Extn., Grace Park

Caloocan City

An internationally-recognized school that offers degree courses in Information Technology and Computer Science as well as non-degree courses in computer technology along the fields of computer system operation, repair, trouble shooting, and computer maintenance. Its goal is to train the nation's manpower in the required technical skills for national development.

2004 – Present

Lead Convenor

Team Gloria Youth

2004 - Present

Chairman

Philippine Organic Monolaurin Corporation

May 1998 – Present

FOUNDER & FULL PARTNER

Art OnLine, Inc.

<http://www.artgallery.com.ph>

Together with a professional web design firm, BallyNet, created the Philippines' first 'virtual' art gallery. ArtGallery.com.ph sells painting of Philippines Masters and up and coming artists all over the world thru the Internet. Paintings sold are also offered in the 'actual' galleries in Ayala Glorietta & Fort Santiago.

Past Positions Held:

August 2005 – August 2007

Chairman

Informatics-Greenhills (Intellischool)

3F Metrobank Building

Wilson St. cor Ortigas Ave., Greenhills

San Juan, Metro Manila

An internationally-recognized school that offers two-year courses in computer technology (Information, Communication and Technology) along the fields of computer system operations, repair and programming aimed at training the nation's manpower in the required technical skills for national development.

March 2006 – July 2007

Chairman

Intellisite Corporation

3F Metrobank Building

Wilson St. cor. Ortigas Ave., Greenhills

San Juan, Metro Manila

The company established call centers throughout the country and within Asia using VOIP technology. It was engaged in the business of call center and business processing outsourcing (BPO) services.

Call centers established included:

- Intellisite Caloocan
 - Intellisite Greenhills
 - Intellisite Makati – Ayala
-

January 2005 – June 2005

Asia Director

Marine Aquarium Council

UNIT 1014 Herrera Tower Condominium

Herrera corner Valero Sts.

Ayala North, Makati City

Served as Project Director of the World Bank grant project "Marine Aquarium Market Transformation Initiative"

The Marine Aquarium Council (MAC) is an international, not-for-profit organization that brings marine aquarium animal collectors, exporters, importers and retailers together with aquarium keepers, public aquariums, conservation organizations and government agencies.

MAC's mission is to conserve coral reefs and other marine ecosystems by creating standards and certification for those engaged in the collection and care of ornamental marine life from reef to aquarium.

2005 – 2008

Chairman

iTransmission Inc.

Suite 8, GF, LPL Condominium

17 Eisenhower St., Greenhills

San Juan City

A company engaged in broadcasting and communication services. It was granted a congressional franchise to establish and operate TV and radio stations nationwide.

September 2004 – 2008

Chairman

PhilHybrid, Inc. & PuroMakapuno, Inc.

Farm Address: Barangay San Luis, Sto. Tomas, Batangas

Laboratory: Science & Technology Park

University of the Philippines in Los Baños

College, Laguna

1. Responsible in the overall production, processing and marketing of makapuno.
 2. Committed to producing, promoting and expanding the technology of embryo-cultured makapuno.
-

January 1999 - August 2001

SECRETARY GENERAL

Association of Petrochemical Manufacturers of the Philippines

CHEMPHIL Bldg., 851 A. Arnaiz Avenue, Legaspi Village, Makati City

Responsibilities included:

1. Strategy Formulation and Implementation
 - Framed critical issues facing the industry
 - Recommended strategies to address these issues
 - Implemented approved strategies and initiatives
2. Alliance Building - created and nurtured issue-based alliances with other industry associations. APMP vigorously put forward approaches to industry concerns that have been adopted by the alliances.
 - Philippine Chamber of Commerce and Industry
 - *Legal and business research, especially on customs matters
 - *Internet research and data conversion of industry information
 - *Leading member, Environment and Port Operations Task Force.
 - Federation of Philippine Industries
 - *Chairman, Sub-committee on Technical Smuggling and Economic Sabotage
 - *Member, Committee on Government Dialogues and Institution Building
 - *Member, Technical Working Group on Legislative and Strategic Planning
3. Liaison Work – fostered dialogue with the following:
 - Government – maintained high level contacts with government
 - Private Sector – fostered and maintained close ties with over 500 APMP customers through continuous dialogue with the leadership of the Philippine Plastics Industries Association
 - Press – maintained open communications with beat reporters in the DTI, Finance and Energy departments; crafted press releases and position papers for dissemination as stories and feature articles/columns without the use of PR firms; had regular one-on-one meetings with PR specialists and editorial columnists
2. Anti-Smuggling Effort – oversight over the following:
 - Polymer Imports Watchdog Operations
 - *Interdicted and impeded the smuggling of polymer imports
 - *Assisted the Bureau of Customs in detecting and deterring incidents of polymer smuggling
 - Anti-Smuggling Team
 - *Assembled team of customs legal experts and port inspectors
 - *Filed cases of unfair trade practices such as dumping, misclassification, misdeclaration and undervaluation
 - *Instrumental in winning a major case of dumping against South Korea polymer producers

*Operated in the Port of Manila and the Manila International Container Port

February 1988 – June 1990

VICE PRESIDENT FOR OPERATIONS

Santa Monica Management Corporation

3/F Centrum II Building, Valero St., Salcedo Village, Makati City

Responsibilities included:

- Packaging Project Proposals for corporate directors;
 - Supervising specific projects;
 - Working in close coordination with the Company President.
-

GOVERNMENT SERVICE

Past Positions Held

August 2001 – March 2008

ADMINISTRATOR / PRESIDENT

Livelihood Corporation of the Republic of the Philippines

7/F One Corporate Plaza, 845 A. Amaiz Ave.

Legaspi Village, Makati City, Philippines

Responsibilities/Accomplishments included:

1. Together with farmers, created and launched the National Agribusiness Equipment Leasing Program. As the new flagship program of Livecor and the Department of Agriculture, it empowers the farmers to modernize by 'rent-to-own' any kind of agricultural equipment or machinery: no down payment, no collateral and a payment scheme based on when the farmers actually harvests or sells his products. President Gloria Macapagal-Arroyo fully supports this program by personally witnessing all awarding of equipments to farmers, coops, NGOs, and LGUs.
2. Transformation of all real assets of Livecor. Revenues from rental income almost doubled using a simple strategy of improving basic services and aggressive collection efforts thru legal and innovative schemes. The Maharlika Livelihood Complex in Baguio City, after 19 years of no improvement, has 3 more rent-generating floors to add to the renovation of the entire complex.
3. Execution of policies, guidelines and programs approved by the Board of Trustees and responsible for the efficient discharge of management and operational functions of the Corporation.
4. Formulation and application of a strategic approach to management designed to turn Livecor into a "renaissance" government corporation.
 - Rehabilitation of Livecor-owned properties to increase the real estates assets' quality and value leading to higher revenue potential and improved services to tenants;
 - Implementation of fund management strategies through high-yielding portfolio investments to maximize cash assets;
 - Forging partnerships and program tie-ups with allied government agencies, private sector associations and development-oriented NGOs where LIVECOR can generate management fees for services (project conceptualization, incubation, business matching, facilitation, project management, etc.);
 - Divestment and termination of non-performing venture projects to be able to recoup whatever value can be recovered from LIVECOR's investments;
 - Continued implementation of cost-cutting measures and streamlining of policies to maximize efficiency;
 - Continuous re-tooling of personnel and pursuance of corporate activities designed to effect "culture change" in the entire organization.

5. Represent the Corporation in all dealings with other offices, agencies and instrumentalities of the Government, with all other persons or entities, whether domestic or foreign; government or private.
-

October 13, 2002 – May 2008

CHAIRMAN OF THE BOARD

Northern Foods Corporation

7/F One Corporate Plaza, 845 A. Arnaiz Avenue

Legaspi Village, Makati City

As Chairman of the Board of Directors,

Spearheaded moves that spurred revitalization of the Northern Foods Corporation (NFC), the country's premier tomato paste company.

1. Enhancing NFC's global competitiveness by instituting the following strategies:
 - Evaluation and adoption of a rational pricing policy to address the increasing competition from China;
 - Counteract the continuing threat of cheap imports from China by filing petition for safeguards measures and anti-dumping petition;
 - Setting up of a Reference Transaction Value for tomato paste as basis of actual value of imports thereby correcting the value of previously low-priced imported tomato paste;
 - Initiation of anti-smuggling measures in coordination with the Bureau of Customs;
 - Filing of petition with the Tariff Commission seeking to adopt a 30% tariff on imported tomato paste in the next three (3) years to further protect the industry.
 3. Market Development and Expansion – forging supply agreements with major customers such as the Jollibee Foods Corporation and its subsidiaries as well as with Del Monte Phils., Inc, UFC-Heinz and Ram Foods.
 4. Implementation of the Strategic Development Plan and Business Plan which include seed to shelf supply chain analysis and benchmarking and competitiveness analysis.
-

August 1995 – June 1999

COMMISSIONER

National Youth Commission

Office of the President of the Republic of the Philippines, Malacañang

Responsibilities included the following:

- Oversight functions over all administrative matters, international programs and projects;
- Chairman, Public Bids and Awards Committee;
- Chairman, National Program on Registration and Accreditation of Youth Organizations;
- Chairman, National Youth Commission Leadership Awards;
- Chairman, Committee on Rural Youth and Cooperatives;
- Founder, National Inter-Fraternity and Sorority Peace Council;
- Co-Chairman, Student Government Management Program;
- Vice-Chairman, GOP Inter-agency Sub-committee on Out of School Youth for the Medium Term Youth Development Program;
- Vice-Chairman, National Youth Parliament Project, Dec. 1996;
- Delegation Head, Official Philippine Government Delegation to the Asia-Pacific Youth Leaders Forum, Taipei, June 1996;
- Delegation Head, Official Philippine Government Delegation to the world Youth Day, Paris, August 1997

- Chairman, National Organization Committee, ASEAN Environmental Youth Conference, Puerto Princesa City, Palawan, May 1996

August 1994 – August 1995

CHIEF OF STAFF

Office of the Secretary, Department of Agriculture

Elliptical Circle, Diliman, Quezon City

Responsibilities included the following:

- Overseeing the implementation of the Medium-term Agricultural Development Plan;
- Supervising all appointments of the Secretary;
- Handling Special Projects assigned by the Secretary (i-e. Casecnan Dam B.O.T. Project);
- Member, Official Government Delegation to the Int'l Food Policy Research Institute "2020 Vision for Food, Agriculture , and the Environment",
- Washington DC, June 1995;

June 1994 – August 1995

AGRIBUSINESS ATTACHE

Embassy of the Republic of the Philippines

1600 Massachusetts Avenue, NW, Washington DC, U.S.A.

Responsibilities included the following:

- Lobbying for the official positions of the Government of the Philippines in both Houses of the U.S. Congress and the U.S. Department of Agriculture, USAID, IMF and WB;
- Extending assistance to all agricultural concerns of the Embassy and the Ambassador;
- Pursuing U.S. market infiltration and protection of Philippine products;
- Handling U.S. PL-480 assistance program (Food for Peace Program - \$50 Million yearly in soft loans)

July 1990 – June 1994

AGRICULTURAL ANALYST

Embassy of the Philippines

1600 Massachusetts Avenue, NW, Washington DC, U.S.A.

Responsibilities included the following:

- Same as above responsibilities but with less emphasis on agribusiness

SEMINARS ATTENDED:

- | | | |
|----------------|---|---|
| November 2002 | : | 24 th Management of Interdependence Series on Enhancing Institutional Capacity for Trade and Investment
Centre for Applied Studies for Negotiations (CASIN)
Geneva, Switzerland |
| September 2003 | : | Finance for Senior Executives
Asian Institute of Management
Makati City, Philippines |

EDUCATION:

1992-1994	:	Post-Graduate Studies in International Affairs Georgetown University Washington, DC U.S.A.
1982-1989	:	Bachelor of Science in Commerce Major in Business Management De La Salle University Taft Ave., Manila, Philippines
1978-1982	:	Benedictine Abbey School High School Alabang, Muntinlupa
1972-1978	:	San Beda College Elementary Mendiola, Manila

MEMBERSHIP TO ORGANIZATIONS:

March 2002 – Present	:	Management Association of the Philippines
May 2002 – Present	:	Philippine Chamber of Commerce & Industry
	:	Federation of Philippine Industries
September 2002 – Present	:	Philippine Chamber of Industrial Estates & Eco-zones