

FELICISIMO M. NACINO, JR.

Unit 11-G Tower 1, The St. Francis Shangri-La Place Condominium,
Bgy. Wack Wack, Mandaluyong City, Metro Manila 1552, Philippines
fnacinojr@rfm.com.ph |
Office Landline +632-8631-9285/86 Local 300 Mobile +63920-983-5053



SUMMARY | A business management professional, with over 40 years of experience in both the private and public sectors, covering a range of industrial and service sectors in the Philippines.

CURRENT POSITIONS | Chairman & President, Reliable Insurance Brokers, Inc. (RIBI) – P35M in assets
Chairman & President, Conglomerate Savings & Financing Corporation (CSFC) – P175M in assets
Member of the Board of Directors - Steel Asia Manufacturing Corporation
Member of the Board of Directors – National Development Company
Member of the Board of Directors – Manila Exposition Complex, Inc.

EXPERIENCE | **RFM CORPORATION**
(1973-1986; 1992-2014)
Executive Vice President & Chief Operating Officer (2005-2014)
Rose from the ranks starting as a working student to become the second highest officer in RFM Corporation, one of the leading listed food manufacturing companies in the Philippines. As EVP-COO over 10 years, executed the turnaround of RFM from P5.8B to P11.0B in total sales, and from a loss of (P430M) to P830M in net income. Also led the corporate team in developing all significant business projects of RFM, including the spin-off and IPO listing of major subsidiaries (Selecta, Cosmos, Swift Foods) in 1994; the joint venture with Unilever in 1998 to form Unilever-RFM Ice Cream, Inc., now the biggest ice cream company in the Philippines; the P14-billion sale of Cosmos to Coca-Cola and San Miguel Corporation in 2002; the restructuring of RFM from 2006-2012 to dispose itself of non-core businesses and focus on its consumer brands; and the P2-billion acquisition of the Royal brand in 2013 to build the biggest market player in pasta in the Philippines. Concurrently served on the board of RFM and its fourteen (14) subsidiaries/associated companies at that time.

DEPARTMENT OF TRADE & INDUSTRY
(1986-1991)
Assistant Secretary of Trade & Industry
Joined the government of President Corazon M. Aquino in the wake of the 1986 EDSA Revolution. Served as chief of staff of DTI Secretary Jose Concepcion, Jr., represented DTI in Cabinet support meetings, and participated in conceptualizing, planning and communicating all major business reform programs, including the industrial priorities plan; tax and other incentives for the private sector; local-content manufacturing programs; export trade facilitation; consumer protection and trade regulation; support for small enterprises in the countryside; and many others. Concurrently served on the board of government-owned or controlled corporations such as National Steel Corporation, Philippine National Construction Corporation, and Chemfields, Inc.

EDUCATION | **UNIVERSITY OF THE PHILIPPINES**

MASTER OF BUSINESS ADMINISTRATION, UP DILIMAN, QC (1983)

BACHELOR OF ARTS IN ECONOMICS, UP MANILA (1978)

Completed MBA on full scholarship; AB Econ on college-scholar or university-scholar status.

Other training:

Participant, Kim & Mauborgne's Blue Ocean Strategy, Philippines (2008)

Participant, INSEAD Asian Corporate Finance Program, Singapore (1995)

Participant, IMD "The Job of the Chief Executive" Program, Singapore (1994)

Participant, Sakura Bank Business Management Seminar, Tokyo, Japan (1993)

Delegate, WIPO Asian Regional Roundtable on Intellectual Property, Thailand (1991)

Delegate, RP Participation in EXPO 1988 World Exposition, Australia (1988)

Advance Team, RP President State Visit to Indonesia and Singapore (1986)

Participant, International Management Program, Australian Administrative Staff College, Mt. Eliza, Victoria, Australia (1985)

SOCIO-CIVIC ACTIVITIES

Served as Assistant to the National Chairman of NAMFREL (National Citizens Movement for Free Elections) from its inception in 1983 until 1986, helping to conceptualize, strategize, communicate and mobilize the participation of the citizenry in safeguarding Philippine elections.

Served as rapporteur in major business gatherings such as the 8th Philippine Business Conference of the Philippine Chamber of Commerce & Industry, 3rd/5th/7th Joint Meetings of the Philippines-Australia Business Cooperation Committee, and annual meetings of the ASEAN Working Group on Industrial Complementation.

Served as delegate and rapporteur in religious lay conferences including the 2nd Asian Businessmen's Congress for Human Development, and the 5th General Assembly of the Bishops-Businessmen's Conference for Human Development.

Served as editor/writer of various school, corporate and association publications.

PERSONAL

Born May 9, 1952 in Buluan, Cotabato (now part of Maguindanao); married to Zenaida F. Nacino, with two sons, Francis Jay Nacino and Joseph Frederic Nacino. Avid reader of books, including the Bible; regular badminton player; active band leader/member.