



Eloisa R. Corpuz, MBA

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Candidate Profile: Eloisa is a senior marketing and business strategist with more than 20 years of cross-industry experience in **financial services, consumer goods, education and healthcare** which developed her governance acumen at strategic execution across different types of industry. She has a strong record of driving brand growth and implementing controls for regulatory compliance, making her an asset to companies seeking expertise in stakeholder engagement, product development, marketing & communications, governance and risk management. A firm believer in meritocracy, Eloisa is a resilient leader that bridges granular execution with enterprise-level strategy. She began her career in a staff role dealing with meticulous, operational details, moved to middle management in charge of allocating and managing people and resources, then reached senior management that fleshes out corporate strategy.

Career Highlights

- ❖ Successfully launched a new spaghetti sauce variant that exceeded budget expectations by 87% during her stint in Universal Robina Corporation. The new product outperformed the existing stock keeping units and gained 36% sales contribution to the total category in less than 3 months after its market launch which consisted of a nationwide television and print ad campaign.
- ❖ Has 12 years of marketing experience in the financial services industry (Banking, Insurance and Mutual Funds) which included launching a raffle promotion in Security Bank that increased Build Up Savings Account's product volume from Php200 million to Php600 million within the 6-month promo period.
- ❖ Managed the project team that developed Telebanker, Security Bank's phase 1 phone banking facility (no agents).

Educational Attainment

University of the Philippines, Diliman

BA: Broadcast Communication, Cum Laude (Batch 1995-1999)

Ateneo Graduate School of Business, Rockwell Campus

Master's Degree in Business Administration (Batch 2024 Graduate)

Ateneo Graduate School of Business-CCE, Salcedo Campus

Certificate in Corporate Finance (August 2024)

Career Summary

Eloisa served as a Marketing Director at the Technological Institute of the Philippines, where she spearheaded the institution's rebranding initiatives and oversaw all communications, digital media and public relations activities. Prior to this, she was Head of Marketing at First Metro Asset Management, Inc. (former Metrobank Group subsidiary), where she strengthened investor confidence through compliance-aligned communication strategies, regulatory documentation and digital campaigns. Her financial services career also includes leadership roles at BPI-Philam Life Assurance Corp., Security Bank, Rizal Commercial Banking Corporation and Metrobank/Global Bank, where she launched innovative products, drove savings growth through high-impact promotions, and pioneered one of the bank's early phone-banking facilities. Earlier in her career, Eloisa honed her consumer marketing expertise at Universal Robina Corporation, where she successfully launched Hunt's Party Spaghetti Sauce –a consumer product that exceeded sales forecasts by 87% and captured 36% of category sales within three months.

Beyond her corporate career, Eloisa is founder of Hawthorne Consultancy, a marketing consulting firm through which she has launched the following on-demand service platform websites such as Power Tutorial, Biblioteque and Maid-on-Demand (MOD). She is currently developing her latest platform website, The Blue Pages, while studying Spanish in in her leisure time.

Skills Profile

Skill Area	Level of Expertise
Strategic Planning & Growth	Expert
Product Development & Brand Innovation	Expert
Marketing & Communications	Expert
Corporate Governance & Compliance	Advanced
Stakeholder & Advisory Engagement	Expert
Risk Management & Consumer Protection	Expert
Digital Innovation	Advanced
Financial Oversight	Expert

Governance Trainings

- ❖ Anti-Money Laundering & Counter-Terrorism Financing certifications (conducted by First Metro Asset Management, Anti-Money Laundering Council and BPI-PhilamLife)
- ❖ Trainings in Risk Management (conducted by BPI-Philam)
- ❖ Trainings in Data Privacy (conducted by First Metro Asset Management, Anti-Money Laundering Council and BPI-PhilamLife).

Business, Communication & Marketing Trainings

- ❖ Project Management Seminar (conducted by Infoworks of Australia)
- ❖ Market Research Seminar (conducted by MORES: Marketing & Opinion Research Society of the Philippines)
- ❖ Applied Marketing Research Seminar (conducted by Ned Roberto)
- ❖ Product Management Seminar (conducted by Bank Marketing Association of the Philippines)
- ❖ Fundamentals of Brand Management Seminar (conducted by Josiah Go of Mansmith and Fielders)
- ❖ Simple Language Workshop (conducted by Guthrie-Gensen Global Training Consultants)
- ❖ Advertising Agency Procedures Training (conducted by J. Walter Thompson)
- ❖ Adobe Premiere Pro and Adobe After Effects Training (conducted in TIP, April 2025)

Professional Experience in Chronological Order

Technological Institute of the Philippines, Marketing Director Jan 2025 to April 2025

- Directed marketing operations, communications and rebranding initiatives while managing a staff of six (6) creative specialists (three multimedia artists, two social media specialists and one website specialist) and facilitating the hiring process for three (3) more marketing personnel (one marketing manager, one writer and one public relations specialist).
- Oversaw all the marketing activities including all press releases, social media management, video production, merchandising and event coverage. Screened all external communication materials prior to public release.

First Metro Asset Management, Inc. (a former Metrobank Group subsidiary) Dec 2022 to Dec 2024

Marketing Department Head

- Approved all corporate communications and PR materials released to the public including podcast scripts, press articles and all marketing materials such as brochures, sales folders and sales letters, etc.
- Revised client account opening documents in alignment with banking laws, SEC regulations and Metrobank audit rules.
- Developed the company's consumer protection manual approved by the Board and submitted to SEC.
- Managed the yearly Annual Stockholder's Meeting including coordination with the Board, supervision of SEC report submission, print ad release in national broadsheet newspapers, communication to the stockholders on securing quorum attendance and staging of the meeting.

BPI-Philam Life Assurance Corporation, Product Manager Aug 2019 to March 2022

- Directed the product development processes including the coordination of technical, underwriting and compliance requirements. Includes the supervision of user acceptance testing.
- Managed the partnership with Citicorp Financial Services and Insurance Brokerage.

Graduate Student, Full-time Mother & Entrepreneur March 2013 to July 2019

Security Bank Corporation

Manager

June 2011 to Feb 2013

Product Coordinator

April 1999 to March 2001

- Managed the project team that developed Telebanker, Security Bank's first phone banking facility (IVRS initial prototype only, no live agent).
- Managed and organized the nationwide "Expedition to Security" raffle promo for the Build Up Savings Account product. The promotion increased the product's volume from Php200 million to Php600 million.
- Managed various projects, developed merchandising materials and handled the corporate communications mailbox.

Makati Medical Center, Manager Feb 2010 to June 2011

- Managed the Health Maintenance Organization portfolio including the launch of the Volume and Prompt Payment Incentive Discount that increased the monthly incremental volume by 20%.

Universal Robina Corporation, Marketing Department of Hunt's-Universal Robina May 2005 to Jan 2010

Assistant Brand Manager / Unit Manager

- Successfully launched a new spaghetti sauce variant that exceeded budget expectations by 87%. The new product outperformed the existing stock keeping units and gained 36% sales contribution to the total category in less than 3 months after its market launch which consisted of a nationwide television and print ad campaign.

Rizal Commercial Banking Corporation, Assistant Product Manager July 2002 to Sept 2004

- Proposed the strategic life-stage market positioning for the checking and savings account products and managed the CASA (Checking and Savings Account) portfolio.

Metropolitan Bank and Trust Company / Global Bank, Product Assistant March 2001 to July 2002

- Assisted the Product Development Head in developing Global Bank's Smart Mobile Banking Facility.
- Collaborated with the rest of the product team to put together an e-banking exhibit in the National Sales Convention, the biggest Metrobank Branch Banking Group event that fiscal year.