



**BRIEF RESUME OF THE MEMBERS  
OF THE SB CORPORATION BOARD OF DIRECTORS  
(As of DECEMBER 2017)**

**A. EX-OFFICIO MEMBERS**

1. Usec. Zenaida Cuison-Maglaya  
Acting Chairman, SB Corporation  
*Department of Trade and Industry Representative*

Usec. Zenaida Maglaya is 62 years old and married. She started her career in government as a MASICAP Scholar under the then Ministry of Industry. In 1987, she was appointed the Director of the Bureau of Domestic Trade Promotion. In 2012, she was appointed as the Project Manager for One-Town-One-Product (OTOP) Project. She was Assistant Secretary for Regional Operation then. She became Undersecretary for Consumer Welfare and Business Regulation, where she spearheaded the setting up of DTI Direct and the DTI Bagwis Awards. She is currently Undersecretary for Regional Operations supervising 16 regional offices nationwide. She continue to be the Department's anchor in the DTI-ABSCBN consumer advocacy program, "Konsyumer Atbp" in which on its eighth year was awarded by the Catholic Mass Media Awards and KBP Golden Dove Awards. In 2011, Ms. Maglaya obtained the 2011 KBP Golden Dove's Best Public Service Personality for Radio. Undersecretary Maglaya was conferred the Presidential Lingkod Bayan Award in 2007, the highest category of the Civil Service Commission's Honor Awards Program. She is the primary alternate of the Secretary of Trade and Industry to the following board membership: Home Development Mutual Fund, Laguna Lake Development Authority and Board of Investments. She was first appointed as Member of the Board of SB Corporation on March 05, 2014 as alternate of the Secretary of Trade and Industry and designated as Acting Chairman of SB Corporation effective December 1, 2015.

2. Treas. Rosalia V. De Leon  
Bureau of the Treasury  
*Department of Finance Representative*

Ms. Rosalia V. De Leon is 57 years old and reappointed as Treasurer of the Philippines under the present administration. She directs the formulation of policies on borrowing, investment and capital market development and handles the formulation of adequate operations guidelines for fiscal and financial policies.

Prior to her designation, Ms. De Leon served as the Alternate Executive Director (For the constituency of Brazil, Colombia, Dominican Republic, Ecuador, Haiti, Panama, Philippines, Suriname, and Trinidad and Tobago) at the World Bank Group, Washington D.C. USA. She also assumed key positions in the

Department of Finance, including Undersecretary for International Finance Group from July 2007 to November 2012, Finance Secretary's Chief of Staff from July 2005 to June 2010 and Director for International Finance Group from September 1995 to August 1998. She served as Advisor to the Executive Director of the Asian Development Bank from August 1998 to August 2004. As the Undersecretary for the International Finance Group, she task-managed several landmark transactions including the issuance of Global Peso Notes as well as several Liability Management Exercises to reduce funding costs, extend maturity profiles and redenominate foreign exchange liabilities to local currency. In 2012, her team launched the Onshore Dollar Bonds to take advantage of foreign exchange liquidity in the domestic market. Ms. De Leon has represented the Department of Finance in many international fund mobilization activities for public sector entities and formulated borrowing strategies and appropriate credit enhancements to access least cost financing options. As the National Treasurer in 2013, Ms. De Leon also led the implementation of the Treasury Single Account as part of the Public Financial Management reforms initiated by the government. The TSA made it easier to manage the cash holdings of the National Government thereby improving the efficiency of Treasury operations.

Ms. De Leon earned her Master of Arts in Development Economics from Williams College Massachusetts. She is the primary alternate of the Secretary of Finance to the following board membership: FSC-Rice Council, National Food Authority, People's Survival Fund, Financial Stability Coordinating Council Steering Committee, Agricultural Credit Policy Council, Agricultural Guarantee Fund Pool, Home Development Mutual Fund, Industrial Guarantee and Loan Fund, Philippine Health Insurance Corporation, Land Bank of the Philippines and Philippine Export-Import Credit Agency. She was first appointed as Member of the Board of SB Corporation on March 23, 2017 as alternate of the Secretary of Finance.

## **B. APPOINTIVE DIRECTORS**

1. Ma. Luna E. Cacanando  
President and CEO, SB Corp

Ms. Ma. Luna E. Cacanando (56 years old) brings with her more than three decades of MSME development finance experience and industry expertise, mostly as a government executive. She went on an early retirement from government service in February 2016 as SVP of Small Business Corporation and Head of the agency's Financing and Capacity Building Sector.

Immediately prior to SBCorp, Ms. Cacanando was Credit Manager of Guarantee Fund for MSMEs (GFSME) until its merger with Small Business Guarantee and Finance Corporation (SBGFC or SBCorp) as the surviving entity in November 2001.

Fresh from graduation from the University of the Philippines, Los Banos with a degree of B.S. in Agricultural Economics, Cacanando joined the then KKK-Livelihood Corporation in August 1983. She joined GFSME in April 1993.

Prior to her appointment as SBCorp Director and to her election as SBCorp President/CEO on September 6, 2017, Cacanando had the chance to work with the private sector for more than a year still in the field of MSME finance. She was

consultant of Country Builders Bank and of ADA Inclusive Finance, a Luxemburg development organization. She was Director of Negosyong Pinoy (Venture South) Finance Corporation and was eventually elected as its President/CEO in the first quarter of 2017.

Ms. Cacanando is an alumnus of the Asian Institute of Management (AIM) where she obtained a Masters degree in Development Management in 1996. She was conferred Career Executive Service Office (CESO) by the Office of the President in 2001 and by the Career Executive Service Board in 1999, and at the same time as Career Service Executive Eligible (CSEE) by the Civil Service Commission

## **2. Common Stock Shareholders Representatives**

### **2.1 Mr. Mark Joaquin M. Ruiz** *National Government Representative*

Mr. Mark Joaquin Ruiz is 40 years old, married and the Co-Founder and President of Hapinoy, a social enterprise that empowers women microentrepreneurs through Training, Access to Capital, and Mobile-Based Technologies; Founding Partner and Board Member of Rags2Riches, a Fashion and Design house for urban poor artisans. Co-Founder and Chief Strategy Officer for Awesome Lab, a Startup building Internet of Things technologies. He is a GSBI Online Mentor of Santa Clara University, a Social Entrepreneur-in-Residence at the INSEAD Centre for Entrepreneurship, and a member of the Global Agenda Council for Social Innovation of the World Economic Forum.

He studied in the Ateneo Grade School '91, High School '95, and College '99 with a degree in BS-Management Engineering. To deepen his knowledge in Social Entrepreneurship, he has attended INSEAD's Social Enterprise Program, Santa Clara University's Global Social Benefit Incubator, and Harvard Kennedy School's The Art of Science and System Change.

He has been recognized as one of Philippines 21 Young Leader for Asia Society in 2008, Go Negosyo Young Inspiring Social Entrepreneur 2010, 2010 Ernst & Young Entrepreneur of the Year Finalist, 2011 Global Social Benefit Incubator Fellow; and 2011 Asian Social Entrepreneur by the World Economic Forum's Schwab Foundation for Social Entrepreneurs, 2013 DevEx 40 Under 40, 2013 Multiple Intelligence Awardee for Math – Logical Intelligence, Rappler's Do More Awardee for Social Entrepreneurship, and Purpose Economy 100 Awardee for 2014. He is a board member of MicroVentures, Rags 2 Riches, Awesome Lab and ReconX Energy. He was first appointed as Member of the Board of SB Corporation on March 08, 2016 representing the National Government.

### **2.2 Atty. Ferdinand D. Tolentino** *National Government Representative*

Atty. Ferdinand Tolentino is 53 years old, married and has served two consecutive administrations. He was Tariff Commissioner under the Arroyo Administration, and Deputy Executive Director for the PPP Center under the Aquino Administration. He also worked as a tax lawyer for two of the biggest auditing firms in the Philippines. He is a product of the Ateneo de Manila where he earned his AB major in Economics (Honors Course) and his Juris Doctor. He got his Master's Degree in Commercial Law from the London School of Economics (University of London). He was first appointed as Member of the Board of SB Corporation on March 08, 2016 representing the National Government.

2.3 Ms. Merly M. Cruz  
*National Government Representative*

Ms. Merly Cruz is 69 years old, married and holds post graduate degree in Philippine Studies from the University of the Philippines, Masters in Business Administration from the Ateneo de Davao University, Certificate Course in Entrepreneurial Management for Business Advantage from the Asian Institute of Management and Masters in English from the Ramon Magsaysay Memorial College. She is a graduate of BS in Chemical Engineering from the Mapua Institute of Technology. In 2014, she was a Consultant for the United Nations Development Program and International Labour Organization. She has been the Undersecretary for Regional Operations and Development Group of the Department of Trade and Industry from 2008 to 2013. She is a board member of the National Food Corporation. She was first appointed as Member of the Board of SB Corporation on October 08, 2014 representing the National Government.

2.4 Mr. Manuel B. Bendigo  
*National Government Representative*

Mr. Manuel Bendigo is 69 years old, married and a graduate of BS in Business Administration from the University of the East. He worked with the Bangko Sentral ng Pilipinas in Davao from 1969 to 2013. He was first appointed as Member of the Board of SB Corporation on May 10, 2017 representing the National Government.

2.5 Mr. Benel P. Laguna  
*Development Bank of the Philippines Representative*

Mr. Benel P. Laguna is 61 years old, married and holds two post graduate degrees, Master in Public Administration from the Harvard University, Kennedy School of Government in Cambridge, Massachusetts and the 2-year Master in Business Management course at the Asian Institute of Management (AIM) in Makati. He is a graduate of BS in Management Engineering from the Ateneo de Manila. He was a Review Committee Member of the Industrial Guarantee Loan Fund (IGLF), Chairman of the SULONG Finance Committee and from time to time he has served as Officer-In-Charge of the Department of Trade and Industry SME Development Group. Likewise, he is active in the academic community, where he teaches part time at the Ateneo De Manila University and the Graduate School of Business at De La Salle University Professional Schools, Inc. in the areas of Management and Finance. Currently, he is the Executive Vice President of the Development Sector of the Development Bank of the Philippines. He is also the member of the Board of the Maritime Industry Authority and LGU Guarantee Corporation. He was first appointed as Member of the Board of SB Corporation on April 11, 2013 representing the Development Bank of the Philippines.

Mr. Santiago Lim  
*National Government Representative*

An achiever since his youth, Santiago "Santi" Lim has always aimed for the top. He graduated in both his Elementary and High School education as a Valedictorian. He earned his bachelor's degree in Chemical Engineering from Adamson University in 1985 where he was a member of the Dean's List, a National State Scholar, and an officer in three organizations: the Engineering Honor Society, Chemical Engineering Society, and

National State Scholar's Association.

He earned his MBA from the Ateneo Graduate School of Business in 1999 and has taken up Entrepreneurial Leadership trainings from the Asian Institute of Management. He has served in various managerial positions in local industry giants such as Union Ajinomoto, Universal Robina Corporation (URC), Filsyn Corporation and PDPC/Magnolia Corporation. Mr. Lim also served as a consultant for Davao Cavendish Banana Growers for their China export market. In 1997, he established the Strawberry Foods Corporation. He now serves as the CEO and the President of this big, 300+ employee-strong distribution company with big local and multinational suppliers. Aside from SFC, he also serves as a Board Director of Advanced Global Water Technologies Phils. Inc., Envigor Natural Products Mfg. Inc. and Small Business Corporation.

Santi's success has turned him into one of Globe Telecom's Brand Ambassadors for their #inspiringsuccess campaign in 2014. He is also active in various socio-civic organizations and has served as District Governor of Lions Clubs International and as President and Vice President of the Adamson University Chemical Engineering Alumni Association and the Adamson University Alumni Association respectively. Currently he serves as the President of the Adamson Falcons Alumni Foundation Inc. He is currently the Private Sector Representative to the Board of Directors of the SB Corporation since March 20, 2018.