

## **ROBERTO H. SUMULONG**

Our next awardee has been a student of Paco Catholic School since his Kindergarten years and graduated with honors in High School in 1963. He took up his Bachelor of Science in Business Administration major in Marketing at the University of the Philippines in Diliman and belonged to the top 12% of BSBA class of '67. He had his MBA at the Ateneo Graduate School of Business Padre Faura in 1972.

At present, he is the Managing Director & Treasurer of Tomasian Fastfood Corporation a franchisee of Jollibee UST Dapitan; a member of the Jollibee Sales Promo Advisory Council, Auditor and Member of the Board, Jollibee Franchisees Association. He is the Course Program Director of Integrated Marketing Communications (PANAF-DLSU-MBA) De La Salle Graduate School of Business. He is a part-time MBA lecturer, corporate management consultant and seminar organizer and facilitator. He was recently sent by De La Salle Graduate School of Business to Bandung, Indonesia to conduct a week-long series of lectures and tutorials on "Strategic Brand Management" in Maranatha Christian University.

He was Founding Chairman of the Phil. Assn of National Advertisers, two –time PANA President, six-time director of the Advertising Board of the Philippines, Vice Lead Servant of the Living Word Catholic Prayer Community of Mt. Carmel Parish, Resource Speaker and Sharer of Parish Renewal Experience, President of Talim Foundation, a part-time professor of De La Salle Graduate School of Business and Economics, UST Graduate School of Business and Ateneo School of Management and has worked for 25 years in the corporate world and occupied various management positions in the field of marketing and sales management from 1967 to June 1992. After which he opted for early retirement and go into business after securing a Jollibee franchise.

This gentleman is also a recipient. of many awards which include among others the following:

- Most Outstanding Managing Director in the Metro Manila Region (2006)
- Consistent Jollibee Service Awardee every year since 1993
- Service awardee for "Outstanding Achievements as PANA Prersident (1986 & 1992)
- 1984 Agora awardee for "Excellence in Marketing Management"
- The Asian Institute of Management "15<sup>th</sup> Management Award for Excellence in Marketing" in 1989 given to Jollibee Foods Corporation during his term as SVP for Marketing
- Most Outstanding Rotarian of the Year in 1987
- One of the ten "Most Outstanding Paconians" during the Golden Jubilee Year celebration of PCS for Outstanding achievements in the field of business management.

Ladies and gentlemen, it is my honor to present to you our Fr. Godofredo Aldenhuijsen Distinguished Alumnus Awardee, Mr. Roberto "Bobby" H. Sumulong.