

BIODATA OF DIGOY FERNANDEZ

JOSE MA. J. FERNANDEZ

January 30, 1948

Married to Angelle Carrillo Fernandez

CHILDREN: Jayvee & Angelo

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EDUCATION

De La Salle College (Taft) – 1971

- AB Economics
- BS Business Administration

Asian Institute of Management – 1973

- Master in Business Management

CURRENT BUSINESS INTERESTS

1. Semi-Retired, but still collecting slowly from businesses packaged in the past
2. Helping family sell existing landholdings in Visayas and Luzon. Recently paid by govt. for banana plantation in Panabo, Davao del Norte.
3. Recently formed a new company with some friends called Pinnacle Mineral and Development Corporation. Working out environmentally sensitive natural resource based projects in conjunction with foreign and local investors

CURRENT AVOCATIONS AND INTERESTS

1. Active in Catholic Apologetics circles, giving talks and classes through Defensores Fidei Foundation, to trans-parochial and parish-based groups
2. For the past 30 – 40 years, I have been espousing actively but quietly Environmental Advocacy through various media: NGOs; Position Papers; Projects; Membership in pro-environment causes; and keeping abreast of current events in the field. Wrote a landmark paper in 1974 called “Man and His Environment” as chairman of the Environment Committee of the Manila Jaycees. This paper was presented thru a friend to the government then, and, interestingly, it became the basis of the environmental thrust of the Ministry of Human Settlements. (I know because I was invited to the launch of their first major project, and “saw” my paper all over their philosophy and material.) Was instrumental in the inclusion of the DENR into the CCPAP, and then jointly worked out the first Debt for Nature program in the country. Am still personally active in tree-planting and other environmental concerns as an avocation. As founder and member of our village Environmental Concerns committee, we pushed for Waste Segregation, the establishment of mini-forests in urban settings, continuous greening of the village and the education of owners, etc.

CURRENT CIVIC AND OTHER AFFILIATIONS

- FINANCIAL EXECUTIVES INSTITUTE OF THE PHILIPPINES – Life Member
- DUALTECH FOUNDATION – Member, Canlubang Development Board
- DEFENSORES FIDEI FOUNDATION – Founding Director and Board Member
- PAJARO FOUNDATION – Trustee & Treasurer
- SONS & DAUGHTERS OF THE DEFENDERS OF BATAAN AND CORREGIDOR – Member
- DEFENDERS OF BATAAN & CORREGIDOR – Member
- URBAN POOR CENTRAL – Advisor

PAST MAIN BUSINESS INVOLVEMENT

- FAR EAST BANK AND TRUST COMPANY (1973-88)

1. Initiated the bank branch expansion program which saw number of branches increase from 25 in 1974 to over 200 upon merger with BPI
2. Initiated the bank human resources multi-level training program, designed initially to meet branch expansion requirements, but eventually spread out to the rest of the bank
3. Managed successfully a multi-million dollar investment fund in behalf of European funds and investors
4. Last assignment was to head the Corplan & Subsidiaries Group in which, aside from managing all the bank's subsidiaries, I drew up a blueprint in Dec 1985 which was used by the bank as its development path for the next 15 years. Design was for a virtual bank which emphasized the creation of pure marketing platforms all over the bank supported by remote backroom units. A slew of new products was launched over next few years based on the study. New Corporate Identity Program was also launched and implemented bank-wide.

- FMF DEVELOPMENT CORPORATION

1. Managed for many years the assets of the former Filipinas Mutual Fund and served on the boards of almost all the corporations the company was invested in

- IMC VENTURES

1. Set up to partner with German and other interests. Main business was the successful management and completion of the first ever COUNTERTRADE project (Simba) in behalf of the Philippine Army (\$62 MM)

- POLYSYSTEMS INTERNATIONAL

1. Set up to represent various European Corporations, mainly H&K Gmbh and other defense, aviation, and communications-related companies

- URBAN LINKAGES MANAGEMENT INC

1. Real Estate Development and Project Management company set up with Charlie Rufino and Marixi Prieto to develop and manage several property projects. I sold out when I joined government in 1986

- OTHERS:

1. Conceptualized and Packaged what became the ASEANA Business Park way back in 1988-89

2. Conceptualized in 1989/90 after the disastrous Dec 89 coup – per request of the OP thru Paul Aquino -- the idea of developing the military bases within Metro Manila to lessen the risk from the coup attempts then. Initially placed under PEA, through which the Heritage Park was eventually conceptualized under another team. The military agreed with the provision that a portion of the proceeds would be used to fund their development needs. This concept was a prelude to what became BCDA

3. Set up a JV with a friend and the grandson of the founder of SAMSUNG to represent the interests of SAMSUNG Electronics and their Appliance line.

4. Served as Chairman or President of the ff corporations: LIBERTY TELECOMS; PC SOLUTIONS; STANDARD ASIA PROPERTIES; INTERTECH; MANAGEMENT EXPONENTS; PHILIPPINE INVESTMENT CORP; BANFEB MANAGEMENT CORP; URBAN LINKAGES MANAGEMENT INC

5. Served as Director, Treasurer or in Other Capacities of the ff corporations: CARGOMARINE CORPORATION; PHIL TOBACCO FLUE CURING CORPORATION; AMALGAMATED SECURITIES CORP; NATIONAL PRINTING CO; DAVAO ABACA PLANTATION COMPANY; PHIL KOYO BEARING CORP; POLYPHOSPHATES INC; STANFORD MICROSYSTEMS; ASIA INC; POINTMAIN RESOURCES; PRIME SAVINGS; STRATEGIES AND ALLIANCES INC; MARBLECRAFT INC; FAR EAST CHEMCO LEASING AND FINANCE CORP; THE SANCTUARY; CORAL FERN CORP; BETANIA; DECISION SYSTEMS CORP

6. Served as Adviser to the ff corporations: ROLLS ROYCE (Far East Pte); COCONUT INDUSTRY INVESTMENT FUND; ASIA DYNAMIX ELECTRIX; ASEANA BUSINESS PARK and BRADCO RESOURCES

7. Became active in the field of Asset-Backed Securities, especially the securitization of viable real estate projects of both the government and private sector, as part of the FBO network.

PAST CIVIC AND OTHER AFFILIATIONS

- ALUMNI ASSOCIATION OF THE ASIAN INSTITUTE OF MANAGEMENT – Chairman (1976-78 / 1998); Vice Chairman (19987-88), Chairman (1999-2000)
- FEDERATION OF AIM ALUMNI ASSOCIATIONS – Founding Chairman (1978); Secretary-General (1979-81); Chairman (1999-2000)
- DE LA SALLE ALUMNI ASSOCIATION – Director (1985-92)
- ENTREPINOY VOLUNTEERS FOUNDATION (US-AID supported project of Sen. Serge Osmena) – Founding Trustee and Auditor
- CATHOLIC PHILIPPINES – President (1994-97)
- ROTARY CLUB OF MAKATI WEST – Past Director Club Service A
- ROTARY CLUB OF MAKATI – Member
- ASSOCIATION OF ASIAN MANAGERS – Founding Member/ Chairman
- NAMCYA - CCP – Executive Board Member
- PBSP – Member, EXCOM
- HARIBON FOUNDATION – Member
- MANILA JAYCEES – President (1981); Deputy World Congress Director – JCI World Congress 1978

- MANILA JAYCEE SENATE – President (1988)
- PHILIPPINE JAYCEES – Executive Vice President (1983); Executive Director for Programs (1982)
- JAYCEES INTERNATIONAL – Chief Executive Assistant to the World President (1988); Special Assistant to the World President (1985-86); JCI International Trainor (1982-87); CHAIRMAN - JCI Asia-Pacific Development Council (1982-83); Treasurer, JCI-APDC
- PHIL CHAMBER OF COMMERCE AND INDUSTRY – Member
- CAMERA CLUB OF THE PHILIPPINES – Member (1982-92); AYALA CUP Winner 3rd and 10th places; Consistent 100% Qualifier Awardee
- PHIL. COAST GUARD AUXILLIARY – LCDR Squadron 116
- TAHANAN HOMEOWNERS ASSOCIATION – President (1980) and Director (1981 and 1999)

PAST GOVERNMENT ACTIVITIES AND AFFILIATIONS

- PHILIPPINE TOURISM AUTHORITY – OIC & GM/ Director (1986-87)
- OFFICE OF THE PRESIDENT – Adviser to the Presidential Management Staff where I undertook certain sensitive assignments in behalf of the OP; took possession of most of the former physical assets of the old Presidency; wrote position papers on various projects and topics; wrote a few speeches for top officials
- MINISTRY OF TOURISM – Special Adviser to the Minister
- PAGCOR – Adviser to the Chairman (Studied feasibility of the on-line lottery system and prepared blueprint for PAGCOR); headed a team that wrote up a revised PD for PAGCOR converting it into an authority and letting the private sector lead in setting up tourism-oriented hotel establishments in exchange for casino licenses

- COORDINATING COUNCIL OF THE PHIL ASSISTANCE PROGRAM – (Initially set up to be main coordinator and conduit for all bilateral and multilateral aid to the country...until first Chair quit for health reasons) Adviser to the Chairman (Helped set up CCPAP, Handled substantial portion of the 1st Pledging session in Tokyo, and developed the first DEBT FOR NATURE program); Convinced Chairman and OP to begin working with NGOs and helped channel development assistance direct to NGOs; Helped brainstorm on possible implementation of the microfinance program at the NGO level
- PHILIPPINE CHARITY SWEEPSTAKES OFFICE – Adviser to the Chairman and Chair of the Technical Committee; Drew up the Program and Parameters for the establishment of the On Line Lottery System (LOTTO)
- Served as Vice-Chairman and/ or Director of the ff government owned or controlled corporations: CEBU PLAZA HOTEL; AGOO PLAYA HOTEL; LEYTE PARK HOTEL; DASMARINAS INDUSTRIAL STEEL CORP

COLUMNIST – PAST AND PRESENT

- BUSINESSWORLD (and BUSINESSDAY) for the ff columns: *TO TAKE A STAND*; *FINEX VIEWS*;
- BULLETIN TODAY: *BUSINESS OPTIONS*; *currently: BOOMER GEN**
- PHILIPPINE STAR: *BEYOND BOTTOM LINES*
- VILLAGE MAIL: *BRAVEHEART*
- INQUIRER.NET: *NOT JUST FOR PROFIT*
- BUSINESS MIRROR: *FREE ENTERPRISE* (FINEX column)*

* *currently active columns*

AWARDS/ CITATIONS

- QUILL AWARD for Most Outstanding Editorial 1980

- PHIL JAYCEE SENATE – Most Outstanding Father & Son Senator Award (1978)
- JAYCEES INTERNATIONAL – Most Outstanding Chapter President of the World (1981)
- PHILIPPINE JAYCEES – Most Outstanding Chapter President
- CAMERA CLUB OF THE PHILIPPINES – AYALA CUP 3rd Place; WRIGLEY CUP 10th Place
- PLUS: Many other plaques, citations, sports trophies, awards, etc. from government, civic clubs, professional groups, academe, NGOs, etc