

FREDERICK MONSOD ALEGRE (Ricky)

A professional media executive with 30 years of experience in Quad-media (print, radio, TV and digital platform). Has vast experience in advertising sales, marketing communications and media operations.



Current Employment:

- Department of Tourism
Assistant Secretary
Office of Public Affairs,
Communications, and Special Projects
- Official Spokesperson

Previous Employment and Affiliations:

- VP – Corporate Affairs of the Business Mirror (2003-2016)
- EVP – COO of the Philippines Graphic Publications, Inc. (2003- 2016)
- SVP of the Aliw Broadcasting Corporation (2014-2015)
- United Print Media Group Director (2016)
- Immediate Past President (2011-2015)
- AD Standards Council Treasurer (2016)
- Advertising board of the Philippines Director (2011, 2013-2015), Chairman (2012)
- Philippine Marketing Association Vice President, 2006 President 2007
- Philippine Heart Association VP-External Affairs (2011-2016)
- Operation Smile Philippines Trustee (2014-2016)
- KBP Metro Manila Chapter Director (1998-2016)
- National Press Club Lifetime Member

Educational Background:

- MBE Strategic Business Economics Program - University of Asia and the Pacific
- BS Foreign Service – Lyceum of the Philippines
- High School – La Salle Greenhills
- Elementary – De La Salle Taft

Professional Experiences:

- VP- Corporate Affairs of the Business Mirror Publications (2005-2016)
- EVP-COO Philippine Graphic Publications INC. (2003-2016)
- News Manager – DZRJ (2001-2002)
- SVP of Aliw Broadcasting Station manager of DZXL-RMN (1995-2001)
- Reporter – Philippine Star (1986-1994)
- Chief Desk Editor – ABC 5 (1994-1995)
- Reporter – DZXL (1989-1994)