

**FOR ASSA WEBSITE UPDATE**

**PROFILE PICTURE:**



**TITLE AND NAME:**

**MR. EMMANUEL R. LEDESMA, JR.**

**PROFESSIONAL TITLE:**

**PRESIDENT AND CHIEF EXECUTIVE OFFICER**

**ORGANIZATION:**

**PHILIPPINE HEALTH INSURANCE CORPORATION (PhilHealth)**

## **BIOGRAPHY:**

### **EDUCATION**

**1994-1996 J. L. KELLOGG GRADUTE SCHOOL OF MANAGEMENT**

Evanston, IL

**NORTHWESTERN UNIVERSITY**

Master of Business Administration, June 1966

- Majors in finance, accounting and management strategy
- Member, Asian Management Association, Finance and Marketing Clubs

**1982-1987 UNIVERSITY OF THE PHILIPPINES**

Quezon City, Philippines

Bachelor of Science degree in economics with concentration in management

October 1987

- Dean's List, 5 semesters
- Inter-School Business Association, Alliance of Concerned Economists, U.P. Economics Society

### **EXPERIENCE**

**Jan 2016- Present POWER/ENERGY CONSULTANT** to Philippine power players

- Working on energy-related projects to support and help clients deliver their objectives
- Develop trust and relationships with existing clients, target clients, and internal experts as part of project delivery
- Develop qualified referrals and big sales opportunities
- Assisted in financial analysis of reports used for project financing purposes
- Assisted in identifying, qualifying, and supporting the pursuit of both follow-on work and new business opportunities
- Contributed to technical and cost proposal development
- Assisted in analysis of power supply fundamentals and disruptions; with principal focus on coal and natural gas

**2011-2018 NATIONAL TRANSMISSION CORPORATION (TRANSCO)**  
Member- Board of Directors

- Continued as Transco Board Member, Transco is a Philippine GOCC created in 2001 by the Electric Power Industry Reform Act (EPIRA); (Republic Act 9136) and a corporate entity wholly owned by PSALM
- TRANSCO conducts regular inspections and monitoring of transmission assets operated and maintained by the Private Concessionaire (NGCP) to ensure compliance with applicable laws and standards

**Sept 2010- POWER SECTOR ASSETS AND LIABILITIES**  
**Oct 2015 MANAGEMENT (PSALM)**  
President and CEO

- Directs and supervises the operation and internal administration of the PSALM Corporation
- Administers the policies and measures approved by the PSALM Board and is responsible for the efficient discharge of management functions
- Represent the PSALM Corporation in all dealings and transactions with offices, agencies and instrumentalities of the government and with all other persons and entities, private or public, domestic or foreign
- Sits as a member of the Board of Directors of the PSALM Corporation, Philippine Electricity Market Corporation (PEMC) and National Transmission Corporation (TRANSCO)

**Sept 2008 ROYAL BANK OF CANADA, HongKong**  
**-Aug 2010**  
Managing Director, Country Head-Philippines  
RBC Wealth Management Group

- RBC is the largest bank in Canada and the 5<sup>th</sup> largest in North America. RBC Senior Debt Ratings are among the highest of financial institutions globally – Moody's Aaa and Standard & Poor's AA – (positive)

- RBC Wealth Management is included in the top 15 global private banks by client assets. It acquires clients through its core strength in trust services.
- RBC Wealth Management comprises businesses that directly serve the growing wealth management needs of affluent and high net-worth clients. Its network includes 300 offices in 20 countries around the world.

**1996-July  
2008**

**MORGAN STANLEY & CO., INC.**, New York NY, London UK, Hongkong  
Director/VP – Private Wealth Management Group

- 10 years of experience in Private Wealth Management. Extremely knowledgeable in establishing and creating business in major areas of private banking. Has wide client base (around 55 clients) and assets under management (USD 560.0MM). Have established strong network and relationships in the Philippines, Hongkong, Singapore and Shanghai.
- Have recommended structured products to clients to facilitate risk management. Offered global equities, fixed income securities, hedge funds, private equity funds and other asset management products. Have dealt extensively with both institutional and high net-worth individual clients.
- Developed and put together an extensive 250-page Philippine Regional Business Plan which encompassed Regional Market Details, Current Status, Formal Business Plan, Goals and Execution Strategy.
- Attended firm-wide training in New York followed by preparation for certification exams required by local authorities. Rigorous, specific training program focused on fundamentals of brokerage and asset management business.

**1995**

**BANKERS TRUST COMPANY, Manila, Philippines**  
Summer Associate – Corporate Finance Group

- Performed capital structure analysis and prepared financing alternatives for prospective clients
- Performed analyses of market conditions, demographic and socioeconomic trends relative to the strategic and financial goals of prospective and existing clients.

- Prepared financial analyses and presentations for specialized structured transactions

**1991-1994 PCI CAPITAL CORPORATION, Manila, Philippines**

Associate – Investment Banking Group

- Performed merchant banking and corporate finance activities that included term loan syndications, management and financial consultancy services to reputable firms, selling agent commercial paper issues, equity underwriting, initial public offerings and loan packaging
- Analyzed corporate clients for credit risk using corporate finance skills
- Presented transaction proposals credit committee presentations

**1988-1991 PHILIPPINE COMMERCIAL INT’L BANK, Manila, Philippines**

Corporate Banking Group, 1989-1991

- Performed client-servicing operations of PCI Bank’s Account Management Division
- Monitored 20 accounts which included reviewing legal and documentation files, preparing internal credit applications and general loan servicing.
- Attended bank sponsored seminars to develop credit analysis and marketing skills

Management Training Program, 1988-1989

- Performed on-the-job rotational training with various departments in PCIBank’s Consumer Banking Sector. Trained with various departments including Financial Analysis department, Documentary Credit Operations, Credit administration Training and Bank Academy’s Core-Credit Program