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# CURRICULUM VITAE

MYRA ESPINA

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## PERSONAL DETAILS

**Name:** Myra Edessa N. Espina  
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**DOB:** 23 April 1978  
**Marital Status:** Married

## OBJECTIVE

Seeking to join a company requiring bold and competent leadership, bringing years of professional experience to facilitate operations, maximize revenue, profitability and productivity, and ensure attainment of business goals.

## KEY COMPETENCIES

- Integrity
- Strong work ethic
- Entrepreneurial, results-oriented
- Motivational leadership style
- Detailed, organized, analytical
- Strong team player, and equally can work autonomously

## INTERESTS

Swimming, yoga, jogging, golf, kiteboarding, baking

## EDUCATIONAL BACKGROUND

2003 – 2006	Ateneo de Manila University Graduate School of Business Rockwell Drive, Makati City <b>Masters in Business Administration</b> (Middle Managers Program)
1995 – 1999	University of the Philippines College of Mass Communications Diliman, Quezon City <b>Bachelor of Arts (B.A.), Broadcast Communications</b>

## CAREER SUMMARY TABLE

Date	Role	Company
2019 to 2020	<b>Country Marketing Manager</b>	Unilever Food Solutions
2012 to 2017	<b>Group Product Manager</b>	Century Pacific Food Inc.
2006 to 2010	<b>Senior Product Manager</b>	San Miguel Purefoods Inc.
2003 to 2006	<b>MBA for Middle Managers</b>	Ateneo Graduate School
2002 to 2005	<b>Strategic Business Unit Manager</b>	RFM Corporation

## EMPLOYMENT HISTORY

### **Unilever**

#### **Country Marketing Manager**

**January 2019 – April 2020**

- Responsible for the overall development, implementation and execution of country strategies and plans in line with the Unilever Foodsolutions Purpose
- Aggressively contributed to the attainment of Savoury, Dressings and Tea growth targets through the development and excellent execution of highly competitive and operator-relevant 6Ps focusing on increasing penetration and expanding reach of Knorr, Lady's Choice, Best Foods and Lipton Brand
- Developed and led marketing programs in alignment with global Brand and Digital Marketing directions and local industry insights based on internal and external sources and trends
- Worked closely with internal and external teams to develop and launch innovative UFS brands in operator kitchens through recipe solutions
- Managed and consistently monitored project P&L and BMI

### **Century Pacific Food, Inc.**

#### **Group Product Manager**

**March 2012 - April 2017**

- Accountable for the attainment of topline and bottomline targets through the conceptualization, implementation and monitoring of Foodservice marketing programs specifically designed to provide foodservice solutions to key direct accounts, distributors and distributor clients.
- In close coordination with Sales and R&D, launched a range of new products for various foodservice accounts which include but not limited to: Century Tuna Hotdog and Superbod Omelette BusogMeal in 7-Eleven, Swift Pepperdog in Ministop, Century Corned Tuna Inasal waffle in Waffletime, ground tinapa for Jollibee and Mang Inasal (palabok application), Pasteurized Diced Ham for Unilever (Lady's Choice spread), Century Tuna for UFC/Nutriasia (Tuna Spaghetti Project), Low-Cost Ham SKU for small pizza chains Aaliyah's, Cha Cha and Olarte's, among others.

ANI groups of companies  
Marketing Manager  
November 2010 - February 2012

- Was accountable for the overall profitability of the franchise concept stores The Big Chill, Superfresh, Antz and Cafeteria Verde.
- Standardized and improved all in-store merchandising and marketing materials of the franchise concepts in preparation for business expansion through franchising.
- Took an active role in improving overall profitability through a thorough review of all cost assumptions and cost analysis, SKU rationalization and price movements.

**San Miguel Corporation**  
**Senior Product Manager (Purefoods-Hormel Foodservice)**  
**March 2006 - September 2010**

- Took the lead in the development and launch of innovative product applications amongst key foodservice accounts, to name a few: Pizza Hut diced ham and diced bacon, Shakey's Monster Meatballs and Marinara Sauce, Greenwich Beef Crumbles and various pizza toppings, Lotsa Pizza Spaghetti Sauce, Yellow Cab Italian Sausage, Beef Toppings, Pork Toppings and Diced Bacon, 7-Eleven and Ministop customized hotdogs.
- Took an active role in cost reduction programs, cost assumption reviews and SKU rationalization programs to ensure attainment of bottomline targets.

**RFM Corporation**  
**Strategic Business Unit Manager (Swift Foods Inc.)**  
**September 2002 - April 2005**

- Started as Brand Manager for the value-added poultry line: Swift Lean and Swift Pinoy BBQ, and promoted to Downline Accounts Group Head after only three (3) months.
- As Downline Accounts Group Head, spearheaded a distributor rationalization program that aimed to curb encroachment in territorial assignments and renew mutually beneficial commitments with distributors and partners. The project ran for over 12 months and was dubbed TD REVO for Territorial Distributor Revolution.
- After one year as Downline Accounts Group Head, was promoted to handle the Foodservice and Retail Sales Operations for Metro Manila (GHQ) and later on the entire Luzon as Business Unit Head.
- As BU Head, was accountable for overall profitability of GHQ Operations (Luzon Business Unit) managing three (3) major dressing plants in San Pablo, Laguna; Sta. Maria, Bulacan; and Isabela.

**Toby's Sports**  
**Franchise Operations Manager and Advertising Supervisor**  
**September 2001 - September 2002**

- Started as Advertising Supervisor, and promoted after three (3) months as Franchise Operations Manager and was accountable for the overall profitability of 22 franchise stores of Toby's Sports.
- Worked closely with franchisees on in-store marketing activities which include but not limited to: design and launch of in-store merchandising materials, implementation of various in-store promos and thematic campaigns launched by Toby's corporate marketing etc.

**DDB GROUP PHILIPPINES**  
**Advertising Account Executive**  
**July 2000 - August 2001**

- Facilitated all advertising requirements of the following major accounts, in close coordination with the Strategic Planning, Creative and Art teams: Budweiser, Epsom and Suzuki

**Nancy Harel & Associates**  
**PR Writer and Account Executive**  
**June 1999 - June 2000**

- Wrote press releases, product feature stories, photo releases and assisted the PR Manager in various public relations projects which include press conferences and product launches, for various accounts mainly: Skechers (Footworks International), Anchor, Anlene, Annum (New Zealand Milk Philippines) etc.

**REFEREES**

Provided Upon Request