

# AL LABAD ANDALEON

Bangcud, Malaybalay City, Bukidnon | 09190776090 | al.andaleon@syngenta.com |



## SUMMARY

Analytical, organized, technically competent and result-oriented individual who has a diverse experience in techno-commercial role with great understanding on growers and customer needs and processes on new product introduction in the market including extensive activities for product, retailer, and stakeholder support.

## PERSONAL INFORMATION

**Address** | Purok 3 Bangcud, Malaybalay City, Bukidnon

**Birthday** | June 18, 1990

**Age** | 33 years old

**Gender** | Male

**Height** | 5'5"

**Status** | Married

**Religion** | Christian Alliance Missionary Churches of the Philippines

**Mother** | Alicia L. Andaleon

**Father** | Felipe I. Andaleon

**Spouse** | Sheila May R. Andaleon

## EDUCATIONAL BACKGROUND

### ELEMENTARY

Salawagan Central Elementary School

Year: 1996-2002

Location: Quezon, Bukidnon

### HIGH SCHOOL

Nuestra Senora Del Pilar High School

Year: 2002-2006

Location: Quezon, Bukidnon

### UNDERGRADUATE

Central Mindanao University

BS Agriculture Major in Agronomy

Year: 2006-2010

Location: Maramag Bukidnon

## **TRAININGS AND SEMINARS ATTENDED**

### **AGRICULTURAL CERTIFIED PESTICIDE APPLICATOR TRAINING**

Fertilizer and Pesticide Authority  
July 26, 2022

### **APAC Technical Support Academy (Online Course)**

Syngenta Technical Support, APAC (One year program for TS and CPD Professionals)  
August 2020- December 2021

### **APAC Corn Agronomy Training (Online Course)**

Syngenta Technical Support Team-Singapore  
July 15-16, 2021

### **ACCREDITED RESPONSIBLE CARE OFFICER TRAINING**

Fertilizer and Pesticide Authority  
May 7, 2021

### **APAC Mango Agronomy Training**

Syngenta APAC in Collaboration with National Crop Protection Center Los Banos Laguna Philippines  
March 2-5, 2021

## **LICENSES AND ACCREDITATION**

### **Licensed Professional Agriculturist**

Professional Regulations Commission  
2010- present

### **AGRICULTURAL CERTIFIED PESTICIDE APPLICATOR**

Fertilizer and Pesticide Authority  
July 26, 2022

### **ACCREDITED RESPONSIBLE CARE OFFICER**

Fertilizer and Pesticide Authority  
May 7, 2021

## **ORGANIZATIONS AND AFFILIATIONS**

### **Philippine Association of Aggies**

Central Mindanao University Chapter  
December 2006- present

## **EXPERIENCE**

### **January 15, 2011 – March 15, 2011**

Corn Breeding Assistant, Asian Hybrid Research Center

- Assisted breeders in the overall implementation of breeding program for corn. Dedicated to plan and coordinate breeding activities of the company, supporting material selection for advancement by contributing to inbred and hybrid phenotyping, data analysis, and conduct of field assessments.

### **April 15, 2011 – June 30, 2014**

Solutions Development Agronomist (SDA), Syngenta Philippines Inc.

- Conducted demo and trial implementation for reason-to-believe trials for crop protection products like Alika, Virtako and Armure for rice and corn
- Implementation of farmer reliability trials for corn focused on Mindanao Low Elevation and Mindanao High Elevation segments. Responsible for the grounding for 20 FRTs for wet and dry season focused on two hybrids NK6204 and NK880.
- Conduct and implementation of Syngenta Expo for rice and corn which later changed to Syngenta Learning Centers. Over 10 SLCs were being managed and monitored in a year which caters to over 10,000 farmers across NWM.
- Attended to growers and customers complaints and provide technical support to growers in the assigned area in partnership with Field Promoters.
- Demonstration of best agronomic practices and technology recommendations for vegetables, rice and corn in NWM thru conduct of demos and field trials.
- Assisted in the conduct of various trainings for Field Promoters and Technicians with an average of 5 trainings per year.

### **June 1, 2019 – June 1, 2020**

Field Promoter, Syngenta Philippines Inc.

- Led in the product promotion and demand generation in Central Bukidnon covering rice areas with positive growth observed on key brands like Alika, Armure and Virtako for rice
- Planned and outlined BTL activities in the assigned area and mapped out all key growers and influencers to support product promotions on key areas
- Management of key retailers and channel partners and ensuring their active participation to retailer programs
- Generation and preparation of inventory reports for major channel partners and retailers and used this information to assist and support booking plan for the retailers
- Conduct of grower events thru SLCs and led in the pre-planning activities like prospecting of growers to attend the meeting, preparation of branding and set up of demos, actual conduct of field tours, routing booking forms to key attendees.

### **June 15, 2020- Present**

Technical Market Development Lead, Syngenta Philippines Inc.

- Responsible person in the conduct of demo trials of NPIs for Northern Mindanao. Successfully completed demo trials for Revus, Chief, Vestoria, Minecto Xtra, Ortiva Top, Proclaim and Match for vegetables, corn and rice. Completed 20 demo trials per season with an average trial number of 40 trials per year.

- Supported the conduct of 2 product launches for NPI like Revus and Ortiva Top. Acted as technical person during discussions and led in the implementation of demos in SLCs and growers field
- Conducted significant number of field trainings for rice, corn and vegetables in NWM. Launched agronomy training for rice for NWM Field Force and also assisted in the conduct of Group Selling Workshop for Mindanao FF.
- Led the TMD team for insect control deliverables being Insect Control Technical Lead for TMD. Coordinated all insect control demo trials, from trial planning, protocol creation, protocol allocations, trial audit, results preparation for insect control, documentation of insect control trials and presentation of trial results.
- Represented TMD to portfolio meetings for insect control and provided technical guidance for the whole portfolio team
- Design, implement and manage Syngenta Learning Centers customer events and track all activities related to SLC events
- Knowledge transfer from R&D to commercial, including channels, NPI RTBs for internal showcase.
- Support Sales by handling customer complaints related to product performance.
- Map, prioritize and develop strong collaboration with key influencers (e.g., GIM – growers influencers management)
- Define strategy and execute multi location demos to support demand creation.
- TS Pro Champion for the Philippines- led in the successful adoption and utilization of Sales Pro and TS Pro as a tool in the real time data capture of trial data required to each demo trials assigned to specific users.

## **SKILLS**

- Computer: Familiarity of MS application (Microsoft Word, Microsoft excel, Microsoft Power Point)
- Languages: English, Filipino, Cebuano
- Can performs work suitably even with minimum supervision.

## **LIST OF CHARACTER REFERENCES**

### **RYANWIL BALDOVINO**

CP Technical Manager, Syngenta Philippines Incorporated  
09190775618

### **RODOLFO ALCANTARA JR.**

Regional Business Manager NWM, Syngenta Philippines Incorporated  
09190775470

### **JOMEL BASARAN**

Portfolio Manager, Weed Control and Seedcare, Syngenta Philippines Incorporated  
[Jomel.basaran@syngenta.com](mailto:Jomel.basaran@syngenta.com)

### **JULIUS CUNANAN**

Portfolio Manager, Disease Control, Syngenta Philippines Incorporated  
[Julius.cunanan@syngenta.com](mailto:Julius.cunanan@syngenta.com)