



## PeopleSparx, Inc. (Philippines)

Ms. May Arboleda-Cuevas is the CEO and Managing Director of PeopleSparx, Inc. which was established in June 2007. She was in charge of providing consultancy services particularly in Marketing Communications, People Development, and Management Consultations. From telecommunications and marketing industries, Ms. Cuevas has now led PeopleSparx, Inc. to advance their services to other industries such as retail and technology.

### Professional Expertise/Services

Ms. Cuevas is a highly accomplished commercial professional with extensive experience having worked with leading FMCG multinationals, retail and service corporations in the Philippines and Asia-Pacific such as DHL International, Pte. Ltd, Nestlé Philippines, Inc., and the Coca-Cola Export Corporation. May is recognized as an innovator with a solid track record of success, particularly in new business development. She has developed and successfully launched brands which led to improved market share and increased revenues. She has also built on a considerable number of best developed practices such as leads' monitoring system, retail and direct mail promotions.

Furthermore, Ms. Cuevas is a high performer and effective leaderhas a creative and entrepreneurial flare. She headed a pioneering organization involved in non-traditional advertising, specifically mall and out-door advertising. Currently, she leads PeopleSparx, Inc. as the Chief Generator of Visions and Ideas. She is highly committed to people development as evidenced in one of PeopleSparx's corporate objectives to promote Motivation and Leadership as a vehicle of nation-building.

### Recent Assignments

- Independent consultant for different companies for their Management and Marketing Consulting, as well as People Development.
- National Marketing Manager of DHL-PH and Commercial Programs Manager of DHL SEA & ISC-rebuilt business especially the brand of the company. Worked out and implemented sales management tools to accelerate revenue growth. Developed "Express Pallet" product in Southeast Asia and Indian Sub-continent which rolled out in 13 markets in 2 months.
- Marketing Department Head of Mondex Philippines, Inc- launched MasterCard in a span of 4 months. Developed alliances with strategic channel partners and also developed training programs for the business development team.
- Marketing Manager of Roasters Philippines, Inc., franchisee of Kenny Roger's Roasters and Seattle's Best Coffee-improved overall profitability through product innovations and promotions.
- General Manager/Proprietor of Market Alternatives Co./Mall & Outdoor Media Inc.- established project management, business analysis, non-traditional communications and media services solutions.
- Brand Manager to Assistant VP of Nestlé Philippines- established the confectionary business of Nestlé in the Philippines. Built a USD 780-Million confectionery business in 4 years, attaining a 12% market share in a highly competitive category. Achieved highest top-of-mind awareness for key confectionery brands via highly intrusive and effective communications' programs.
- Sales and Marketing Manager of Van Melle Philippines, Inc.- responsible for the development and implementation of commercial strategies and plans. Achieved increase in YOY revenue via increased brand awareness, improved product portfolio, and enhanced distribution network.
- Advertising and Promotions Manager to Marketing Manager of International Family Food Services, Inc.- was in charge of national and local retail marketing of Shakey's Philippines, a very competitive restaurant in the food industry. Increased market share by 12% with an average YOY growth of 12%.
- Assistant National Advertising and Promotions Manager of Coca-Cola Export Corporation- in charge of budget and project monitoring as well as business and market research analysis. Successfully launched Diet Coke in the Philippines.



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### **Education and Professional Affiliations**

- M.B.A. units Ateneo Graduate School of Business
- B.A. Major in Economics in Ateneo de Manila University

### **Contact Information**

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