

NOMINEES TO THE MFPI BOARD OF TRUSTEES 2017-2020

ALBERTO JUAN “ALBERT” AVELLANA



Alberto Juan Evangelista Avellana, has been the proprietor and Artistic Director of the Avellana Art Gallery since 1997. He was a Fine Arts major in Painting at the Philippine Women's University (PWU). Prior to running his art gallery, he has been involved in other creative and cultural endeavors. Avellana has worked with publications like Design and Architecture, and The Philippine Daily Inquirer as Director of Photography. He was the curator for Alliance Francaise de Manille gallery in the 1990's and was Consultant for the Cultural Program of the Instituto Cervantes from 1993 to 1996. He curated the retrospective exhibitions of Florencio B. Concepcion at the Vargas Museum, Jose Pardo at the Ateneo Art Gallery, and the Bank of the Philippine Islands' (BPI) 150 Years Art Collection at the Metropolitan Museum of Manila. He handled special projects and collaborations like the Arturo Luz film documentaries and Thy Art: Handbook on Art Management, Art Preservation, Exhibition Design and Layout publications for the NCCA. He is the outgoing President of MFPI running for re-election for a seat in the Board of Trustees.

VICTOR REGINALD “REGGIE” DIMACUHA



Atty. Victor Reginald Dimacuha hails from Batangas City. He took up Bachelor of Science in Management at the Ateneo de Manila University where he also finished law with honors in 1995. He first worked at the Malacañang Palace as a presidential speech writer and presidential staff worker. Deciding to work overseas, he became an international law clerk in Baker and McKenzie Law Offices in Sydney, Australia. He went back to the Philippines and worked as junior associate in Quisumbing, Torres and Evangelista Law Offices and later as counsel for Internal Legal Services and Special Projects in Philippine Airlines Inc., Makati City. Going back to the government, he served as court attorney in the Supreme Court of the Philippines. He is also an entrepreneur in Batangas City. Wanting to be part of the academe, he worked as a part-time professor in the College of Law in the University of Batangas. It is in the city government of Batangas where he started working in 2004 and currently serves as Chief of Staff and Secretary to the Mayor, that he finds fulfilment in serving the people. Also involved in cultural activities, he is a member of the Batangas City Cultural Affairs Committee, Museum Foundation of the Philippines, and Heritage Conservation Society. He is the outgoing Corporate Secretary of MFPI running for re-election for a seat in the Board of Trustees.

MARTIN LOPEZ



Two years after Martin Lopez graduated from Connecticut College in the USA, he started his own arts management company called SinagTala, translated as Shining Stars, to promote Filipinos in classical, choral and ethnic music. He returned to Manila with the goals of developing audiences primarily for Filipino and Western classical music and the local artists engaged in these art forms.

He began to build a name in the Manila concert circuit and was eventually asked to join the Board of Trustees of the Cultural Center of the Philippines (CCP), becoming the youngest ever to hold that post. While there, he became a member and then a governor of the Federation for Asian Cultural Promotion (FACP). When his term ended at the CCP, he joined Far Eastern University (FEU) to run its President's Committee on Culture concurrently with his managing SinagTala.

At FEU, he handles cultural programming in the main campus and three satellite locations. The FEU Auditorium in Manila once was the Cultural Center of the Philippines. All the premiere Filipino and foreign artists performed on its stage. He helps continue the legacy by inviting the best possible musicians, dancers and thespians to perform for the FEU community and arts enthusiasts. In addition, Martin helps oversee six cultural extra-curricular groups on campus, composed of students from different majors who receive scholarships if they meet academic and artistic requirements. Furthermore, Martin and his team conduct tours of the UNESCO awarded art deco FEU campus for students, faculty, alumni and outside guests. Whereas performances and tours are free of charge, he still exerts much effort to market cultural opportunities in FEU, particularly to stakeholders on campus.

Martin also sits on the boards of the Friends for Cultural Concerns of the Philippines and the Vallehermoso Helping Hands Foundation. He completed his Master of Arts in Liberal Studies focusing on Arts Development and Program Management from the University of Denver, USA. He is an outgoing Trustee of MFPI running for re-election for a seat in the Board of Trustees.

ZORAYDA AMELIA "MEL" C. ALONZO



Zorayda Amelia C. Alonzo (Mel Alonzo) was a prominent figure in government service over the past 30 years, from 1986-2016. She served five Philippine presidents in various capacities. She was first appointed to government service by former President Corazon Aquino. She appointed Mel as Deputy CEO and later as President and CEO of the Home Development Mutual Fund, popularly known as Pag-IBIG Fund. She is the longest serving CEO with a record service of 10 years from 1989-1999.

Since her retirement from full-time government service as Undersecretary of Trade and Industry for SME Development of the Department of Trade and Industry, she has

devoted her time advocating for issues of deep importance to her: women's rights, human settlements, with emphasis on Housing and SME Development, principally on the corporate board level.

She was Chair for seven years of the FriendlyCare Clinics Foundation Inc. She presently serves as its Treasurer.

In 2013, she co-founded with other women leaders an NGO, SPARK (Samahan ng mga Pilipino para sa Reporma at Kaunlaran) Philippines, dedicated to the mentoring of Filipino women on their basic rights and sharing the ingredients to full empowerment.

Her career in government spans almost three decades, serving all past four Presidents of the Republic of the Philippines starting with President Cory Aquino, in cabinet and sub-cabinet levels until her retirement in 2007. Her last stint in government service was her appointment by President Benigno S. Aquino III to the Board of the Bases Conversion Development Authority (BCDA), which led to her Board Membership in the Fort Bonifacio Development Corporation (FBDC), developer of the Bonifacio Global City.

She was recognized in the private sector as a thought leader in housing and housing finance, having served as president and CEO of Pag-IBIG Fund for 10 years, under three administrations. Ms. Alonzo serves as the Independent Director of ACM Landholdings, Inc.

She is a Recipient of The Outstanding Women in the Nation's Service (TOWNS) Award for Government Service in 1992.

SUSANA "SUSIE" DIEZ-RUEDA



Born in Legaspi City and raised in Manila, Susana "Susie" Diez-Rueda obtained her Bachelor of Liberal Arts degree from St. Theresa's College, Manila. She pursued further studies and got a Master's in Business Management degree from the Ateneo de Manila Graduate School of Business, with distinction and finished an Executive Management Development Program from Columbia University, New York.

In 1999, after 38.8 years of service, she retired as a Director and Member of the Board of Directors of Caltex (Philippines), Inc. who had 5 members elected to the Board of Directors. She was the only and first woman to be elected as a Director and Member of the Board.

Concurrently she held the position of Vice President-Human Resources and Industrial Relations reporting directly to the President and Chief Executive Officer of Caltex (Philippines) Inc. She had a staff of 27 and total Caltex (Philippines) Inc. work complement was 1,500, total company at that time.

She held various positions in executive management in both capacities as Vice President and as General Manager-Human Resources. Her portfolio covered strategic human resources and industrial labor relations management, succession planning, early retirement and succession planning interventions, organization development, training, and expatriate personnel services.

She also held the position of Assistant to the President and CEO of Caltex (Philippines) Inc. for a period of 18 months as an on-the-job training position prior to her promotion to General Manager-Human Resources.

IVAN MAN DY



Born, bred and educated in the city of Manila, Ivan is feet behind the tour outfit Old Manila Walks. His passion for the promotion and conservation of Manila's cultural heritage led him to the cultural tourism field doing thematic and heritage-themed tour interpretations relating to the city's history, architecture, culture and culinary arts.

In 2005, he established Old Manila Walks as a pioneer/specialist tour outfit and has evolved to become one of the city's premiere brands in the tourism service industry. He has also done countless talks and workshops, both local and international, on subjects relating to Manila's heritage, cultural tourism and entrepreneurship. In 2011, he was a recipient of Go Negosyo's "Young Starpreneur Award" for his work on cultural tourism. He is currently a trustee of the Heritage Conservation Society and an expert member of the ICOMOS (International Council of Monuments and Sites). He holds a BA Industrial Design degree from the De La Salle University College of Saint Benilde and a Master's Degree on Cultural Heritage Studies from the University of Santo Tomas in Manila.