

Enter the Elite Philequity Team

Introducing : the New Philequity Cast



Erica N. Baja
Operation Officer

Icay is the newly-recruited Operations Officer of Philequity; handling NAV Valuation and Settlement Authorization, among others. Previously, she had a colorful 6-year banking career, serving as a Sales and Service Officer for Union Bank Pasong Tamo Branch and as a Service Associate for UCPB Vito Cruz Branch.

Icay is a dedicated mother to her newborn daughter- Briana.



Michael M. Noriega
Operations Officer

Mic is also a new recruit to the Operations Team, joining Philequity November last year, as a Sales Associate. In the past, he worked as a Marketing Officer in PLDT – Infocom Tech. Interactive Division. He also served as a Customer Service Representative for Asia-Pacific Teleservices Inc. for the clients of Microsoft's XBOX 360 gaming console. He also conducted research work for the Development Academy of the Philippines and Concerted Management Corporation.

He graduated in 2006 with a Bachelor of Arts degree in Development Studies, specializing in Development Management in Ateneo de Manila University.



Cristina Crizelda B. Capiña
Sales and Customer Service Officer

Crizzy is one of the newest additions to PEMI's elite sales team, joining the company November of last year as a Sales and Customer Service Officer. She previously worked as a Telemarketing Advisor and Fraud Analyst under the Customer Care Center, Credit Card Services Department of JP Morgan Chase Bank, Philippines. Prior to it, she was a Trainee in the Revenue Planning Domestic Division of Philippine Airlines Center.

She finished her Bachelor of Science in Commerce in 2006, Majoring in Marketing from Assumption College.

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Dorothy D. Chan
Marketing Officer

Dottie is one of the freshest additions to the Sales and Marketing Team, functioning as the newly-minted Marketing Officer, with equal footing in both marketing and sales. She graduated from Ateneo de Manila University, with a degree in Management Economics (2007). Locally, she co-founded and marketed "Light & Savvy Inc.," selling perfume with insect repellent properties. Subsequently, she worked as Accounting Assistant for the engineering firm Boustead Technologies, Inc.

She also pioneered and marketed her own line of female edgy accessories, called Creep by Dottie Chan (2006), being sold in Serendra, Rockwell and Greenbelt outlets.

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Elcid N. German
Sales and Customer Service Officer

Elcid is also one of the new recruits of the elite Sales and Customer Service Team. Ripe out of college, he graduated from De La Salle University, with a degree in BS Business Management, Major in Entrepreneurship (2008). True to his specialization, he set-up his own company in junior year in college, taking on multiple roles as Chairman of the Board, Purchasing Officer and Sales Associate of the start-up company, "Lami 2106 Inc."(2006-2007). The company's winning product consisted of sumptuous Mashed potato balls, oozing with cheese and various condiments.

In his free time, Elcid is an avid sports enthusiast, who frequents various gyms and courts.

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Geenalyn S. Tan
Sales and Customer Service Officer

Gee is one of the newly groomed Sales and Customer Service Officers of the esteemed Philequity Sales Team. She graduated from Chang Kai Shek College (2002), with a degree in BS Commerce, Major in Computer Data Management. After which, she proceeded to work for Robinsons Bank, as Sales and Service Supervisor in the Head Office, under Operations Department.

Gee is well-versed and can fluently communicate in Fu-Kien and Mandarin, Chinese. She loves to read various pieces of literature in her free time.

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Jimmy John Santos
Head, Sales and Marketing

Jim is the new Sales and Marketing Head of Philequity Management, Inc. In the past, he served as Branch Manager of International Exchange Bank for Pasong Tamo Center and Kamias Branch, respectively. Prior to his ten year banking career, He worked as an AVP for Marketing with Primeplan International Corporation (a pre-need/life insurance company).

He received his Bachelor of Science in Commerce-Business Administration from the University of Sto. Tomas in 1992.

In his free time, Jim enjoys cooking, singing, hosting and engaging in various sports to boot.

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