

# LEADING THE SHIFT

REDEFINING SALES AND MARKETING  
FOR THE NEXT GENERATION

THURSDAY, JUNE 19, 2025 | THE GRAND BALLROOM, CITY OF DREAMS MANILA

8:00 AM	<b>Registration</b>
8:30 AM	<b>Invocation</b>
	<b>Desiree de Guzman-Padiernos</b> HSMA Treasurer   Global Director of Marketing - Astoria Vacation and Leisure Club, Inc.
8:35 AM	<b>Philippine National Anthem</b>
8:40 – 9:00 AM	<b>Welcome Remarks</b>
	<b>Loleth So</b> HSMA President   Group Commercial Director, Megaworld Hotels & Resorts
9:00 - 9:25 AM	<b>Message from the Tourism Promotions Board (Department of Tourism)</b>
	<b>Maria Margarita Montemayor Nograles</b> Chief Operating Officer, Tourism Promotions Board (Philippines)
9:25 – 9:45 AM	<b>Keynote: "The Power of Policy: How Government Decisions Shape the Future of Hospitality"</b>
	Speaker: <b>Honorable Juanito Victor "Jonvic" Remulla</b> Secretary, Department of Interior and Local Government
9:45 - 10:45 AM	<b>"Executive Insights: Empowering Sales &amp; Marketing Teams into the Future"</b>
	Panelists:
	<b>Fabio Berto</b> General Manager, Conrad Manila
	<b>Carmela Bocanegra</b> Vice President for Sales & Marketing, Chroma Hospitality
	<b>Wilma Estaura</b> Director of Human Resources, Lanson Place Mall of Asia
	<b>Patria Puyat</b> Cluster General Manager, Crowne Plaza Manila Galleria & Holiday Inn Manila Galleria
	<b>Eugene Yap</b> General Manager, Bayview Park Hotel

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Moderator:

**Agnes Pacis**

HSMA Director for Education | Vice President – Commercial,  
SM Hotels and Conventions Corp.

10:45 - 11:30 AM **“Next-Gen Sales & Marketing Leaders: What It Takes to Win  
in an Evolving Market Landscape”**

Speaker:

**Cleofe Albiso**

Managing Director, Megaworld Hotels & Resorts

11:30 AM - **“The Ripple Effect: How Global Economic Shifts Reshape Local Hospitality”**  
12:30 PM

Speaker:

**Dr. Enrico Basilio**

Associate Professor and Director, Center for Policy  
and Executive Development, University of the Philippines

12:30 PM **LUNCH**

1:45 - 2:45 PM **“Channel Power Play: Striking the Right Balance Between Online Channel  
and Direct”**

Panelists:

**Raissa Roque**

Market Team Manager, Booking.com PH

**Mich Briones**

Business Development Head for Hotels, Klook Philippines

**Steve Nguyen**

Market Director - Vietnam & Philippines ABG, Trip.com

Moderator:

**Ma. Celeste Romualdo**

HSMA Director for Membership | General Manager,  
The Linden Suites

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2:45 - 3:30 PM

**“Flow to Grow: Optimizing Revenue and Distribution Synergy”**

**Speaker:**

**Patrick Torres**

**Vice President, Sourcing MEAPAC, HBX Group**

3:30 - 4:15 PM

**“From RFP to Reality: Streamlining the Group Booking Journey”**

**Speaker:**

**Jose C. Clemente III**

President, Rajah Tours Philippines

4:15 PM

**Afternoon Snack**

4:30 - 5:15

**“From Data to Delight: How AI Drives the Future of Hospitality”**

**Speaker:**

**Jerome Dela Cruz**

Director of Business Development APAC, Hyperguest

5:15- 6:15 PM

**“Relationship ROI: Turning Connections into Conversions”**

**Panelists:**

**Claire Del Rosario-Bernabe**

Head of Sales & Strategic Partnerships, Megaworld Hotels & Resorts

**Nora Fajardo**

Commercial Director, Hilton Clark Sun Valley Resort

**Cecille Kimpo**

Assistant Vice President - Sales, Chroma Hospitality

**Denise Olegario**

Cluster Director of Sales & Distribution, The Ascott Limited

**Marvin Kim Tan**

Vice President for Sales & Marketing, Manila Hotel

**Moderator:**

**Jenny Santillan**

HSMA Director for Programs | Director, Sales & Marketing and Contact Services, City of Dreams Manila

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6:15 PM **HSMA Summit Video Premiere**

6:30 PM **Closing Remarks**

**Margarita Munsayac**

HSMA Chair | Vice President Sales & Marketing,  
Bluewater Resorts

**Program Hosts:**

**Cielo Ortega-Reboreda**

HSMA Director for PR | Vice President, Sales & Marketing, Okada Manila

**Ian Bencio David**

Assistant Director of Sales, Conrad Manila



**SCAN TO REGISTER**

Registration Fee:

HSMA Members P3,800 | Non-Members P4,800

For inquiries, please contact Riza Pangan  
via Viber at 0917 804 1274

\*\*\*Speaker Line up and Program\*\*\*

Please note that the program and speaker line up may change due to unforeseen circumstances of last-minute availability. Thank you for your understanding.