

## Alex De Guzman Suarez

Gilmore Townhomes Jose O. Vera Street  
New Manila Quezon City  
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### PERSONAL INFORMATION

Date of Birth	04 September 1961
Place of Birth	Cebu City
Citizenship	Filipino
Sex	Male
Marital Status	Married
Spouse's Name	Jhoanna B. Suarez
Children	3

### EMPLOYMENT HISTORY/ EXPERIENCE

#### **Suarez Bros. Metal Arts Inc.**

Sunrise Condominium, Ortigas Ave.  
Greenhills, San Juan City

- Metal stamping and engraving

Vice President - Marketing  
2010 - present

- Recalled to rejoin the family company due to retirement of the founding father.
- Set up and maintained the social media marketing such as the website (search engine optimization) Facebook, Twitter.
- Developed and launched a new marketing strategy and concept consistent with design, taglines, pictures, videos to serve as advertising materials.
- Started sales monitoring and projection programs.
- Initiated sales development seminars and conferences and incentive programs.
- Developed new market potentials and closed new contracts with the military and export market to increase sales after a year.

#### **Coffee and Fruit Bearing Trees Farm**

Balite, Silang  
Cavite City

Proprietor  
2008 - present

- Acquired a 1.5 hectares coffee farm in Silang, Cavite in 2008. Increased its productivity with technology learned from Nestle consultants. Cross planted the farm with bananas, pineapples, black pepper, guyabano, coconuts, lastly adding mangosteen and macapuno.
- Started free range chicken farming and native pig raising as well.

**Suarez Metaplas Industries, Inc.**

130 20<sup>th</sup> Avenue, Cubao  
Quezon City, Metro Manila

Managing Director  
1987 – present

- Plastics blow and injection molding
- Founded the company with hardly any experience in the industry as well as the area. As a starting entrepreneur, learned the ropes of operations while opening and establishing clientele at the same time.
- Able to penetrate cosmetics, lube oils, food, and household products market and lists Tupperware Phils., Caltex Phils., San Pablo MFG Corp. (Minola) and Splash Cosmetics as some of served clients.
- Started with 2 blow molding machines and now employs around 100 personnel occupying about 4500 square meters working space.

**SC Johnson & Sons Inc.**

Estrella Street  
Makati, Metro Manila

Key Accounts Sales Specialist  
1986

- Household products such as Johnson wax, Glade, Raid insecticide, etc.
- Hired to handle Western Visayas area, based in Bacolod
- Was able to increase sales by identifying and developing a distributor to cover down scale areas reaching Negros Oriental.
- Worked well with the Visayas Mindanao team to consistently hit targets and outperform other regions.
- Always included in sales and leadership training seminars.
- Resigned to venture into personal business.

**Suarez Bros. Metal Arts Inc.**

Osmena Blvd., Cebu City

Asst. Production Manager  
1982 – 1985

- Metal stamping and engraving
- Trained in the production department and monitored and handled casting, filing, plating, stamping, polishing of precious and semi-precious metal products such as gold, and silver class rings, bronze and brass medals, pins, keychains, nameplates, trophies, dry seals, military swords and paraphernalia, etc.
- Systemized raw materials monitoring and product dispatching from finished goods warehouse.
- Initiated efficiency increasing program by setting standards on time and motion per work process.

## **EDUCATIONAL ATTAINMENT**

Bachelor of Science in Business Administration University of the Philippines College at Cebu	1977 – 1981
Secondary High School University of the Philippines College at Cebu	1973 – 1977
Primary Grade 4 to 6 University of San Carlos Boys High School, Cebu City	1970 – 1973
Primary Kinder to Grade 3 Colegio del Santo Niño, Cebu City	1966 – 1970

## **CERTIFICATIONS / ACCREDITATIONS**

Strategic Marketing Seminar - Guthrie –Jensen	2010
Basic Coffee Farming - Philippine Coffee Board	2008
Family Corporation Succession Seminar - Asian Institute of Management	2007
Refined Carrageenan Production - TLRC	2000

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**ALEX DE GUZMAN SUAREZ**