

**ASIA
CEO FORUM
2025**

8:30am August 14
Manila Marriott,
Newport City Complex

Well-Being Reimagined: HR at the Intersection of Humanity and Technology

HR WELL-BEING FORUM 2025

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DON FELBAUM
Chairman Healthcare,
Wellness and Pharmaceutical
Committee
American Chamber of
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NICOLE BUENAVISTA, MD
Lifestyle Medicine
Physician



**JOANA PINON-
BERTUMEN**
Managing Director
360 FIT teams



ERIC SANCHEZ
Country Leader
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VP for PMO, Transformation
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MARIE AMPELOQUIO
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JOEY MARCELO
Chief Executive Officer
Sante International



CRIS ROSENTHAL
Strategic Advisory Lead
Health Wellbeing & Human
Capital Solutions
Aon



CARMIE DE LEON
Country General Manager
Fullerton Health

Event Program

08:30 | Invocation

08:40 | Introduction – Richard Mills



08:45 | Carmie de Leon

*Country General Manager and EHS Lead
Radlink & Fullerton Health Philippines*

***PRESENTER:** Carmie has 30 years of experience in the pharmaceutical and healthcare services industries. She is an awardee of the Asia CEO Circle of Excellence for Global Filipino Executives. She also serves as Chairperson of the People Management Association of the Philippines, focusing on employee engagement and well-being. With her extensive expertise and passion for health promotion, Carmie is dedicated to enhancing healthcare delivery and improving the overall well-being.*



**09:00 | Flo Pacia**

Head of B2B
mWell (Metro Pacific Health Tech)

PRESENTER: Flo is a key leader behind the country's biggest digital healthcare platform. mWell is the Philippines' first fully integrated, fully digital health and wellness app. The company is the digital healthcare arm of Metro Pacific Investments Corporation. Flo was previously general manager of Allcare, a startup company providing benefits like healthcare, insurance, training, and other perks accessible to all workers including contractuels, freelancers and self-employed individuals.

**09:20 | Monica Maralit**

Chief Operating Officer
PSG Global Solutions

SPEAKER & MODERATOR: Monica overseeing a growing global enterprise that is considered the world's leader in offshore recruitment. She is a member of the IDEA Group Council of the American Staffing Association, and a co-author of the book "Becoming Sheroes," which shares stories of everyday women becoming heroes to the people around them. Monica is also the Founder and President of the Victoria Heartstrong Organization, a non-profit dedicated to supporting high school and college students from underprivileged backgrounds.



09:20 | Panel Session**09:00 | Cris Rosenthal**

Strategic Advisory Lead
Aon

PANELIST: Cris has more than 25 years of HR experience across diverse industries, including IT-BPM multinational organizations. She was previously HR Head for Telus, growing the company from a small one to a large and highly regarded employer over a 14 year period. She specializes in helping organizations with strategies in health, wellbeing and human capital solutions.

**Don Felbaum**

Chairman
**Healthcare, Wellness, and Pharmaceutical Committee,
American Chamber of Commerce of the Philippines'
(AmCham)**

PANELIST: Don is active in supporting health and wellness programs and efforts from both the public and private sectors. He is focused on the importance of a healthy population for nation-building. His committee also brings pertinent, up-to-date medical information to promote awareness to all people living in the Philippines.





Eric Sanchez

Country Head Leader
Opentext

PANELIST: Eric has spent many years growing his HR career with high profile companies like Cognizant, SPi Global, WNS, Genpact, Teletext and Alorica. Opentext is a leading Cloud and AI company that provides organizations around the world with a comprehensive suite of Business AI, Business Clouds, and Business Technology.



Ruth Gonzalez

HR Head
Ubisoft

PANELIST: Ruth is responsible for human resource for a growing enterprise with world-class requirements. Ubisoft is one of the world's largest developers of gaming products, including Assassin's Creed Mirage, Assassin's Creed Valhalla, Far Cry 6, For Honor, Skull & Bones, and The Crew 2. It was recognized as the Wellness Company of the Year at Asia CEO Awards 2024.



09:45 | Panel Session



Marie Ampeloquio

*President
Radix HR*

MODERATOR: Marie has a career spanning 3 decades in strategic human capital management. Previous roles include Chief People Officer for SPI Global, Country HR Head for Genpact, HR Head for IBM Daksh, HR Head for Ayala Aon. Through its people-inspired and technology-enabled solutions, Radix HR revolutionizes HRDM locally and globally – transforming the practice across all disciplines, and elevating the industry as a whole to become game-changers for businesses, and life-changers for employees.



Eva Aimable

*VP for PMO, Transformation and Services
Quantrics*

PANELIST: Eva is key leader in project management and transformation for her company. Quantrics is the customer experience subsidiary of Bell Canada, one of Canada's largest telecommunications providers.





Joana Pinon-Bertumen

Managing Director
360 FIT Teams

PANELIST: Joana leads a corporate wellness company, providing holistic wellness solutions to over 200 organizations with the support of 100+ wellness professionals. What began with nine gyms has evolved into a broader mission to enhance employee well-being through fitness, movement, and nutrition. Joana helps organizations create a thriving work culture where wellness fuels success both professionally and personally.



Lyn Espinosa

Human Resources Head - APAC
Tech Mahindra

PANELIST: Lyn has spent the past 8 years with Tech Mahindra. She previously worked with premier companies like RMD Kwikform, Infosys and Siemens. Tech Mahindra is a global company employing 150,000+ professionals across 90 countries. In Philippines, the company has fast growing operations in 3 locations including Cebu.



Nicole Buenavista, MD

Lifestyle Medicine Physician

PANELIST: Aika is a Certified Lifestyle Medicine Physician, an Occupational Health & Digital Medicine Practitioner, a Corporate Health & Wellness Speaker, and a Mental Health Advocate. She is a Diplomate of the International Board of Lifestyle Medicine and Philippine College of Lifestyle Medicine.





10:30 | **Guia Santos**

Head of Marketing
Sante International

CLOSING: Guia is a key leader behind the growth of Sante International – The Barley Authority. She is helping build the company into a global powerhouse in health products. Guia is a veteran marketing leader with more than a decade of marketing experience with Sante barley, as well as other major companies like Tupperware and Amway.

10:50 | Closing & Networking

