



PROFILE

Having over 20 years of business experience, Tab was able to spearhead a change in female intimate grooming by establishing brow grooming and waxing as part of essential personal care which was nonexistent more than a decade ago.

Tab is a certified breastfeeding advocate and counsellor with L.A.T.C.H. Philippines extending business tie ups with local government and hospitals for milk letting programs. She is also part of the Regnum Christi Women's Group in the Philippines and plays an active role in its various apostolates.

More than being an entrepreneur, Tab's greatest role is being a wife and a mother to 3 beautiful, loving and passionate daughters.

CONTACT

EMAIL:

tab@hareminc.com


Ma Roberta C. Abad

I agree to share the above information on any AAA social media platform for purposes of the 2022 AAA Elections.

MARIA ROBERTA "TAB" ABAD-ESTACION

EDUCATION

Assumption San Lorenzo

Prep to High School

Graduated 1997 (**Silver Jubilarians 2022**)

University of Asia and the Pacific

2001

MA in Integrated Marketing Communications

International Advertising Association Diploma in Marketing Communications

WORK EXPERIENCE

HAREM INC

2008 - CURRENT

President and Co-Founder. Sole Philippine franchise holder of Browhaus, Strip and Two Lips. .

CULT FAVORITES UNLIMITED INC.

2008 – CURRENT

President and co-founder. Responsible for the importation and distribution, wholesale and retail of carefully curated merchandise chosen for their excellent quality, simplicity and timelessness, yet are modern and innovative, without compromising value-for-money, safety and comfort.

PT. SMART TELECOM

2006-2008

Head of Marketing Communications for the startup telecommunications company: Smart Telecom in Jarkarta, Indonesia.

- Responsible for communication strategies, creative development, tactics and activities involved in getting the desired marketing message (whether products, services, features, benefits) to intended target markets (or stakeholders) regardless of the media used.

PUBLICIS JIMENEZ BASIC ADVERTISING

2001-2006

Account Supervisor

- Account management for clients such as The Coca-Cola Export Corporation, Purefoods-Hormel, San Miguel-Purefoods Inc, United Laboratories Inc, Monde Nissin Corporation and Heinz-UFC among others.
- Planned, executed and managed product launches and nationwide advertising campaigns.