



# MA. MAGDALENA FERIA FULE “NENA”

## PROFILE

A longtime AAA treasurer who exemplifies financial stewardship with quiet competence. With unwavering faith, I infuse purpose into every task. Beyond spreadsheets, I champion scholar and community initiatives. With a blend of practical service, heartfelt connections, and strong family orientation, I aim to enrich the communities I serve.

## HOBBIES

Watching movies, cross stitching, and bowling (during my younger years)

## EDUCATION

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**Assumption Convent, Herran**  
1957 - 1969

**Assumption College, San Lorenzo**  
1969 - 1973  
BSC Major in Business Management

## WORK EXPERIENCE

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**Bank of the Philippine Islands [Relationship Manager]**  
2006–2009

\*BPI acquired Prudential Bank in 2006

- Built and maintained Client Relationships:
  - Was actively engaged with clients, understanding their financial needs, goals, and preferences.
  - Built trust by providing personalized advice, addressing inquiries, and ensuring client satisfaction.
- Market Research and Strategy Implementation:
  - Stayed informed about market trends, economic conditions, and industry developments to tailor financial solutions, recommend appropriate products, and create strategies that align with client objectives.
- Generated Leads and Business Opportunities:
  - Collaborated with bank officers and staff to identify potential clients.
- Customer Service Excellence:
  - Ensuring clients received exceptional service was paramount. Handled complaints, resolved issues promptly, and maintained open communication.

**Prudential Bank, Manager**  
1974–2006

Rose from the ranks from money counter, to teller, to manager

- Daily Operations Management:
  - Ensured the smooth functioning of day-to-day activities within the bank. This included overseeing transactions, handling customer inquiries, and managing staff schedules.
- Customer Relationship Building:
  - Was actively engaged with clients, fostering strong relationships and ensuring their needs were met.
- Staff Supervision and Training:

- Led and guided the team. Trained staff, set performance targets, and ensured adherence to established policies and procedures.
- Strategic Planning:
  - Developed strategies to attract and retain customers.
  - Analyze market trends, evaluated financial data, and made informed decisions.
  - Budget management, sales goals, and loan quotas.
- Compliance and Risk Management:
  - Ensured the bank operated within regulatory guidelines, including compliance with legal requirements and risk mitigation.
  - Collaborated with internal and external auditors to maintain transparency and integrity.

## **ADVOCACY**

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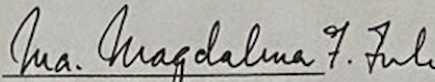
### **AAA Board of Trustees (2018 to 2023)**

2020 to 2023 Treasurer; AAA BOT ExCom; Finance Committee Head

2019 Assistant Treasurer; AAA BOT ExCom; Faith & Spirituality Committee Head

2018 Faith & Spirituality Committee Head

"I agree to share the above information on any AAA social media platform for purposes of the 2024 AAA Elections."

  
**Ma. Magdaleña F. Fule**