



ANYA KRISTINA KATIGBAK- CAJUCOM

PROFILE

Experienced banking professional, with more than 30 years' related experience in the field

- Knowledgeable in credit card sales, marketing, customer proposition, merchant networking and negotiations, etc.
- Over 3 years' experience in the field of customer proposition, customer experience and complaints management
- Over 7 years' experience in field of Public Relations
- Over 23 years' experience in the field of Marketing and Advertising

HOBBIES

Reading, Travelling, swimming, dining with family and friends exploring new cultures and experiences. I am also a football mom. 😊

EDUCATION

Assumption College

June 1989 – March 1993

Bachelor of Arts in Mass Communications (Dean's Lister),
Major in Advertising and Public Relations

Assumption High School

June 1986 – March 1989

WORK EXPERIENCE

HSBC Philippines, Senior Vice President / Head of Strategic Brand and Events, Office of the CEO

July 2024 - present

- In charge to lead HSBC's various activities e.g., customer engagements, through-the-line advertising, collaboration with internal and external partners for unique campaigns for both our staff and customers. Drive effective media strategies worthy of external recognition, to be able to maximize advertising and campaign impact, cost efficiency and enhance HSBC Philippines' leadership and presence in the country.
- Strategize marketing plans, lead and direct marketing initiatives to ensure that HSBC Philippines is noticed by the customer at large, both here and abroad e.g., press coverages and campaigns, that will encourage them to start/continue banking with HSBC. Role holder will be expected to deal with senior leadership within the Bank both locally and globally, as well as external partners, mostly dealing with business owners, industry leaders, senior press/media, and government leaders.
- Close collaboration with all the business lines in the bank to ensure that the underpinning products and services being offered are top quality and true to what we are advertising and highlighting as our strengths.
- Create awareness of HSBC's unique positioning in the Philippines and how a leading international universal bank can connect Philippine clients with the rest of the world.
- To reiterate the Bank's commitment to stay and continue serving our customers in the Philippines and invest in the country's nation building initiatives.

HSBC Philippines, SVP, Head of Customer and Marketing, Wealth and Personal Banking

January 2018 – July 2024

- Responsible for the planning, developing and implementation of various customer propositions to ensure differentiation amongst the segment of clients to achieve growth, loyalty and profitability
- Launched a newly defined customer profile for Premier around Diversity and Inclusion – first in the Philippines where lifelong partners, extending children accounts to grandchildren/nephews/nieces and include parents as an eligible Premier family account holder as Filipino families tend to support family members beyond immediate family.
- Responsible in acquiring alliances with prospective major partners
- To be able to guide, direct and lead the campaigns team to devise and implement appropriate initiatives to meet AOP (Annual Operating Plan) targets for retail products.
- To control market research, product development and all other related business development initiatives to achieve tactical and strategic objectives for the bank.

HSBC UK, Senior Vice President – Global Marketing (Short Term Assignment)

August 2018 – October 2018

- Worked on an Insurance Customer Dashboard for Top 8 Sites covering UK, France, US, Mexico, Argentina, China, Hongkong and Singapore.
- Drive Premier and Advance customer growth and profitability, with a focus on Greater China / non-resident Chinese.
- Worked together with Martiz CE UK to standardize Customer Satisfaction / Experience journey for all HSBC Markets
- Represented and worked at Global Marketing Customer Insight and Strategies team to aid countries in coming out with research studies/tests (Know your customers better)
 - China Product Concept Test
 - Initial discussions on Argentina HSBC Life Test
 - Jade Ethnography proposals
 - Initial discussions on Overseas Indians

HSBC Philippines, American International Group Credit Cards Corp Philippines, Inc (AIGCCCP) / Bank of the Philippine Islands Assistant Manager to Senior Vice President

June 1993 – August 2018

Held various roles around the 3 banks covering

- Public Relations / BPI Foundation work
- Banking Operations
- Credit Card Sales
- Product Development
- Customer / retail Bank Propositions
- Marketing, merchant networking and negotiations, etc
- Customer experience and complaints management
- Marketing and advertising

ADVOCACY (IF ANY)

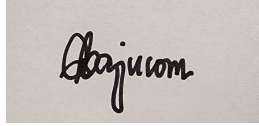
Maryville Urban Development Foundation

May 2024 to present

Board of Trustee / Serving as Treasurer of the Foundation

This foundation helps relocate families in Malibay to various housing sites.

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



Anya Kristina Katigbak Cajucum

Signature Above Full Name