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Top Skills

Business-to-Business (B2B)
Managed Services
Organization Skills

Languages

English (Native or Bilingual)
Filipino (Native or Bilingual)
Hiligaynon (Native or Bilingual)

Certifications

Oral Speaker

Honors-Awards

Cum Laude
First Place Winner, Social Innovation
Challenge for Agriculture
First Place Winner, Pitching
Competition, Moonshot Trabaho,
Negosyo, Konsyumer (TNK)
Grant Winner, Cohort 1, Women
Helping Women: Innovating Social
Enterprises
Winner, Green Impact Accelerator

November Canieso-Yeo

Social Entrepreneur at Plantsville Health
Bacolod, Western Visayas, Philippines

Summary

Conservation, Livelihood, Health, Climate Change. Our trade name is "Plantsville Health", and we are a fully registered social enterprise in the Philippines. We integrate growing the Philippine cinnamon and health food and non-food processing to make the livelihood of small farmers, resellers, & Plantsville sustainable in the face of climate change; and to ensure consumer health.

Twelve years of managerial experience in sales, marketing and business development in top 10 Philippine companies.

MBA at the Asian Institute of Management (AIM), and Cum Laude in Economics at La Salle

Strong leadership skills

Excellent communication and interpersonal skills

Specialties: Marketing, Relationship Management, Leadership, Social Entrepreneurship

Experience

Plantsville Health
Social Entrepreneur
March 2017 - Present (7 years 11 months)
Bacolod City, Philippines

Leads the conservation of the Philippine cinnamon in Negros Occidental in partnership with ISF farmers federation in Don Salvador Benedicto. From 50 remaining trees in 2017, the farmers have planted 14,133 seedlings by 2019. Produces Philippine cinnamon healthful foods and goods (seedlings, bark chip, cinnamon coco sugar, essential oil, aromatic water, natural sanitizer, sleep aromatic water, massage oil).

Successfully registered the processing facility with the Philippine and US Food and Drug Administration.

Megaworld Premier Bacolod

Sales Director

February 2016 - February 2017 (1 year 1 month)

Bacolod City, Philippines

Champion for Forbes Hill and Upper East, high quality projects by Megaworld Corporation

SCY Managed Services

Owner & Manager

March 2014 - January 2016 (1 year 11 months)

Bacolod City, Philippines

Sales acceleration, Lead generation, Customer feedback, Customer insighting

SCY Managed Services is a fully registered outsourcing company in the Philippines. With its 10 seats, SCY provides outgoing calls in the form of short surveys as sales assistance to companies selling goods in Northern America (US and Canada). It also provides sales assistance to a multinational bank in the Philippines.

As owner and manager of SCY, the following activities were done:

1. Organizing and registering the company with local authorities, such as the Department of Trade and Industry (DTI), Local Government Unit (LGU) of Bacolod, and Bureau of Internal Revenue (BIR);
2. Hiring and training employees;
3. Planning, leading, organizing the workforce based on the required deliverables of the client, including quality check;
4. Day-to-day management of administration and government requirements.

Bakers' Hat Corporation

Owner

October 2009 - 2011 (2 years)

Trading of baking ingredients (flour, oil, sugar, flavors)

Globe Telecom

7 years

Industry Marketing Head for Enterprise

January 2009 - 2011 (2 years)

Makati City

Industry Marketing Campaign Development and Management for 17 industries

Industry Solution Concept Development

Industry Association Relationship Management

Customer Insighting

Industry Landscaping and Strategy

Business Development Manager

July 2006 - December 2008 (2 years 6 months)

Makati City

- Analyzed the industry using the ecosystem approach of identified new products and makes strategy recommendations.
- Lead the market research for new products, as well as the ideation of new products.
- Lead and directs teams for proofs-of-concept
- Identified new markets and prepares business plan for new products.
- Lead team from cross-functional groups supporting the new product.

Business Planning Head for Enterprise

January 2005 - June 2006 (1 year 6 months)

Makati City, Philippines

- Capital Budgeting of strategic projects
- Lead of multi functional team for strategic projects
- Lead of Strategic Planning

Management Associate

September 2004 - December 2005 (1 year 4 months)

Mandaluyong City, Philippines

- Underwent lectures and hands-on tasks to familiarize with key departments
- Planned and implemented projects in different divisions
- Analyzed and recommended strategy on strategic project

Asian Institute of Management

Drill Master for Venture Into Entrepreneurship (VIE) Course

March 2004 - September 2004 (7 months)

Makati, National Capital Region, Philippines

1. Mentored students who do not have a business yet to prepare a business plan for a new business;
2. Coached students in business planning for marketing, finance, human resource, operations, and general management;
3. Created systems to ensure completeness of details of business plan.

Bank of the Philippine Islands

Loan Officer

November 1995 - April 2004 (8 years 6 months)

Makati City, Bacolod City, Iloilo City, Cebu City, Philippines

- Managed credit relationship of up to 600 bank clients, with 100% on-time credit offering
- Reduced to single digit bad debts at the height of financial crisis via restructuring and collection
- Converted the Business Center's data base from manual to online systems
- Sourced, managed, and grew loan portfolio of clients in 3 major provinces (Philippines)

University of the Philippines Diliman

Researcher

April 1994 - November 1995 (1 year 8 months)

Quezon City, National Capital Region, Philippines

Administered tests all over the Philippines, tabulated scores, edited reports.

Education

Asian Institute of Management

MBA, Marketing and Entrepreneurship · (2002 - 2004)

University of Saint La Salle

Bachelor of Arts, Development Economics and International
Development · (1990 - 1994)