

Contact

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(LinkedIn)

Top Skills

Strategy

Project Management

Entrepreneurship

Languages

English (Full Professional)

Tagalog (Professional Working)

Cebuano (Native or Bilingual)

Nihongo (Elementary)

Certifications

Succeeding in a New Job

Ethical Hacking: Social Engineering

Effective Listening

Instructional Design: Needs Analysis

Mentoring Others

Rey Reroma

Enabling entrepreneurial minds

Cebu, Central Visayas, Philippines

Summary

People Developer:

I facilitate learning by leveraging soft skills. I honed this skill from two

decades of practical experience in developing human capital. My formal training in Psychology

provides me with the right mindset to be an effective "People Developer".

Humanistic Manager:

I deliver desired results while taking into account the soft side of management. I differentiate my

managerial practice by getting things done efficiently yet humanely. My background in

Business Management and Industrial Psychology have enabled me to be a "Humanistic Manager".

Guerrilla Entrepreneur:

As a practitioner of Guerrilla Marketing/Publicity and Lean/Design Thinking, I believe in the

importance of developing and managing soft assets. By coming up with creative yet doable solutions

to real-world problems, I have built a personal brand of being a "Guerrilla Entrepreneur".

Experience

SSA Academy

Curriculum Developer

May 2022 - Present (4 months)

Singapore

I develop course proposals that adhere to standards set forth by "SkillsFuture Singapore". (www.skillsfuture.gov.sg)

I assemble components of the training curriculum to provide trainers/facilitators with a measurable plan and structure for delivering quality instructions.

I apply principles and concepts of "Andragogy" also known as the science and art of adult learning to adequately meet the developmental needs of clients.

Approvative Digital

Co-Founder / Strategist

February 2020 - Present (2 years 7 months)

Tuburan, Cebu

I employ "Design Thinking" and "Lean Start-Up" concepts, principles, and methods in setting up an IT-enabled social enterprise that offers the following services to micro-entrepreneurs and freelancers in the Visayas and Mindanao areas.

1. Conduct trainings and seminars on "Digitalization".
2. Provide customized coaching and consultancy on "Digital Marketing". and "Lean Entrepreneurship"
3. Do outsourced IT tasks that aim to enhance the operational efficiency of clients' businesses.

I put into practice "Blue Ocean Strategy" principles and methods to efficiently identify and deploy innovative yet accessible digital solutions.

I enable local businesses to create added value through the use of appropriate web technologies and information systems.

Fuenteroma Permaculture

Permaculture Designer

April 2020 - Present (2 years 5 months)

Patawag, Liloy, Zamboanga del Norte

I design, create and maintain a small experimental farm that tries to mimic the diversity and resiliency of natural ecosystems with the aim of regenerating marginalized lands.

I put into practice the principles and methods of the "Lean Start-up" and "Blue Ocean Strategy" to enhance the commercial viability of a traditional agri-business through workable innovations.

I utilize "Design Thinking" and "Mind Mapping" in an attempt to come up with creative yet pragmatic solutions to business challenges faced by small farm owners.

Approvative Business Solutions
Business Development Manager
May 2019 - Present (3 years 4 months)
Minglanilla, Cebu

I enhance the viability of the business by increasing the value of current clients while attracting new ones.

I improve profitability through careful strategic planning and positioning in the appropriate markets while enhancing operational efficiency.

I manage the firm's marketing and publicity endeavors.

Philippine National Information Technology Standards
(www.philnits.org)

Instructional Designer / Review Master
April 2016 - Present (6 years 5 months)
Rm. 312-E WDC Bldg DTI Region 7 Office Osmena Blvd, Cebu City

I design and implement learner-centered review sessions which utilized these I.T. enabled innovations:

1. Blended Learning
2. Flipped Classroom
3. Adaptive Learning

I conduct review classes to increase participants' chances of passing an internationally recognized I.T. certification exam that is based on the "Information Technology Engineers Examination" of Japan's Information-Technology Promotion Agency (www.ipa.go.jp)

I apply accelerated learning principles to facilitate efficient re-learning of core concepts that are assessed in the "Information Technology Passport Examination" of Information Technology Professionals Examination Council (www.itpec.org):

1. I.T. Fundamentals
2. Strategy Fundamentals
3. Management Fundamentals

Soft Asset Ventures

Co-Founder / Strategist

May 2013 - December 2019 (6 years 8 months)

Minglanilla, Cebu

* Applied "Lean Start-Up" concepts, principles, and methods in setting up a virtual firm that offers the following I.T. enabled services to Cebu-based organizations:

1. "Soft Skills" training and coaching
2. Management of local "Guerrilla Marketing and Publicity" projects.
3. Information security and privacy education which focused on "Social Engineering".

* Put into practice principles and methods of "Blue Ocean Strategy" to efficiently identify and deploy innovative yet appropriate I.T. solutions for local Micro,-Enterprises.

* Enabled local micro-businesses and freelancers by providing them assistance in the productive use of web technologies.

St. Cecilia's College

Instructor

June 2014 - April 2017 (2 years 11 months)

Ward II, Minglanilla, Cebu

* Taught major subjects to college students who were taking up courses in "Information Technology" and "Business Administration" :

1. E-Business
2. Entrepreneurship
3. Guerrilla Marketing
4. Market Development
5. Marketing Research
6. Business Research
7. Psychology for Business and Industry.

* Taught minor subjects to college students who were taking up courses in "Education", "Travel Management" and "Hospitality Management":

1. General Psychology
2. Logic

* Taught computer subjects to grade 7 and 8:

1. Microsoft "Word"

2. Microsoft "PowerPoint"

3. Microsoft "Excel"

Microsystem International Institute of Technology

Program Manager for Students' Development and Support Services

June 2014 - October 2015 (1 year 5 months)

Inayagan, City of Naga, Cebu Province

* Formulated an innovative yet pragmatic strategy to address the developmental concerns of students.

* Served as consultant to the school administrator in addressing the psychosocial needs of students.

* Provided part-time jobs to selected students.

Emprisa Inno Solutions Inc. (www.emprisainc.com)

Business Associate

July 2005 - June 2014 (9 years)

Km 13, West Service Road, Paranaque City

* Conducted outsourced "Back Office Operations" in Visayas and Mindanao which comprised of:

1. Profiling of newly hired employees of a leading telecom provider and a fast-growing commercial bank
2. Credit investigation of a renowned Philippine-based bank
3. Court case verification

* Orchestrated information gathering operations in Visayas and Mindanao

* Generated written reports on conducted investigations

Philippine Department of Trade and Industry (www.dti.gov.ph)

Information/Media Officer

January 2009 - March 2013 (4 years 3 months)

7th Floor Solid Building, Buendia Avenue, Makati City

* Served as Project Manager of "OTOPreneur"- the official publication of the "One Town One Product" (OTOP) program of the government.

- * Installed an Information Management System for "OTOPreneur".

- * Generated PR materials for publication in selected print and online media.

Best Option Management Consultants

(www.bestoptionconsultancy.com)

Customer Service Representative

April 2007 - December 2007 (9 months)

3rd Floor, Goodwill Building, Jones Avenue, Cebu City

- * Conducted a "Below-the-Line" marketing campaign to efficiently promote a wood glue which was introduced by a leading adhesive manufacturer

- * Employed innovative approaches to efficiently create demand among targeted end-users

- * Created product awareness among selected outlets and institutional buyers through "Guerrilla Publicity"

Justice, Peace and Integrity of Creation (www.jpic-idc.org.ph)

Scholarship Officer

January 2006 - April 2007 (1 year 4 months)

Pelaez Street, Cebu City

- * Managed the operations of the sponsorship program run by SVD priests- the religious congregation that administers the "University of San Carlos".

- * Conducted customized training programs.

- * Coordinated with public schools where beneficiaries were enrolled to monitor the latter's academic performance.

Dream Sattelite TV

Independent Distributor

April 2004 - August 2005 (1 year 5 months)

Liloy and Labason, Zamboanga del Norte

- * Applied "Guerrilla Marketing" tactics in distributing IT products.

- * Built a network of independent sales people.

* Assembled a technical support team.

Cebu Institute of Technology - University (www.cit.edu)

Social Science Teacher

June 1997 - October 2004 (7 years 5 months)

N. Bacalso Street, Cebu City

* Taught Social Science subjects to college students:

1. General Psychology
2. Introductory Sociology
3. Rizal's Life and Works

* Taught major subjects in Psychology:

1. Social Psychology
2. Behavioral Research
3. Behavioral Statistics
4. Experimental Psychology
5. Psychology of Interview
6. Psychology of Learning
7. Abnormal Psychology.

*Developed curricula for subjects taught.

Reymin's Store

Micro-Entrepreneur

April 1995 - March 1997 (2 years)

Barangay San Nicholas Proper, Cebu City

* Engaged in small-scale trading and retail business.

* Managed the family's house rental business.

* Sold real estate as an independent sales agent.

Education

University of San Carlos

Certificate in Professional Education, Secondary Education and Teaching · (2016 - 2017)

University of San Carlos

Master of Arts (M.A.), Industrial and Organizational Psychology · (2000 - 2001)

University of San Carlos

Masters, Business Administration · (1995 - 2001)

University of San Carlos

Bachelor of Science (B.S.) Biology · (1993 - 1994)

University of San Carlos

College, Psychology · (1989 - 1993)