

15th Philippines



SHARED SERVICES
& BPO WEEK

Crafting Excellence: Aligning Talent and Technology for Competitive Advantage

12 - 15 August 2025
Manila, Philippines | In-Person Event

The Philippines' shared services sector is at a pivotal moment. As global competition intensifies and technology reshapes the landscape, now is the time to craft a future defined by excellence.

The **15th Annual Shared Services and BPO Week (12-15 August 2025, Manila)** equips leaders like you with the insights and strategies needed to thrive. We're moving beyond hype to address the real challenges and opportunities shaping the industry:

- **Cultivating a Future-Ready Workforce:** Explore how to develop multilingual talent, overcome budgetary constraints, and embrace new learning models to meet evolving client demands.
- **Rethinking Technology for Practical Impact:** Discover how to leverage AI and automation to empower employees, enhance efficiency, and drive meaningful value—not just tick boxes.
- **Building Agility into Your DNA:** Learn how to cultivate a culture of flexibility, adapt to the new era of hybrid work, and future-proof your operations for lasting success.

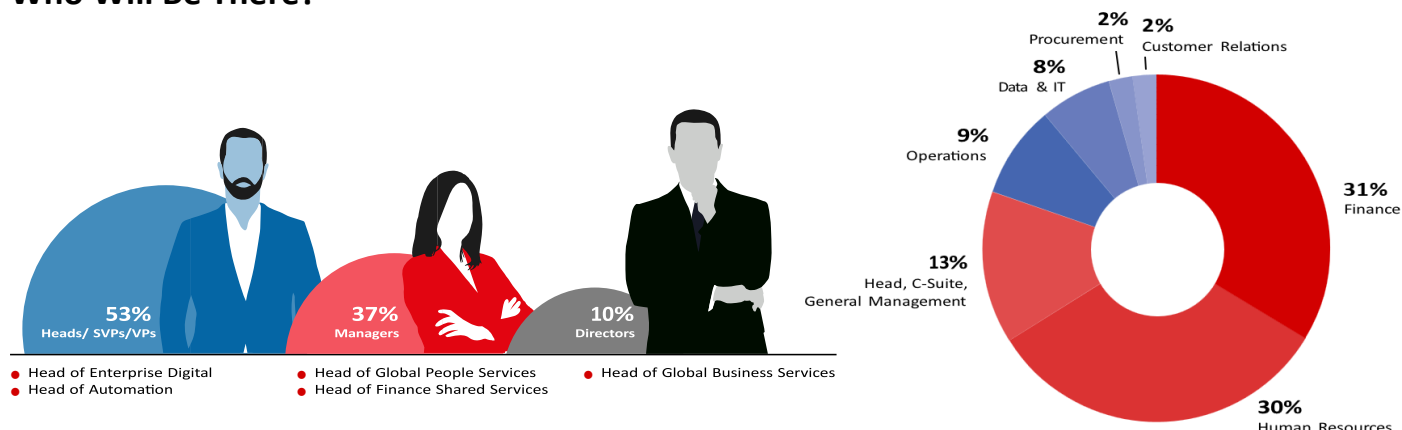
Plus! Don't miss our Pre-Conference Focus Day: **A Guidebook to Data-Driven Shared Services.**

What Makes SSOW Philippines 2025 Unique?

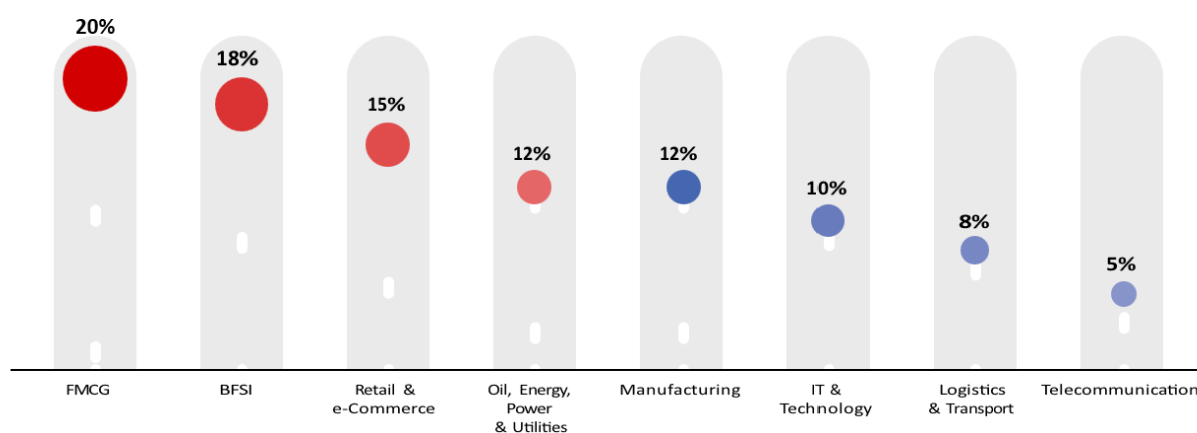
- **15 Years of Excellence:** Longest running shared services forum in the region
- **20,000+ leaders:** Global reach through our renowned SSON Network
- **Top Industry Voices:** Real case studies from leading organizations such as foodpanda, Dole Asia Company, Ingram Micro and DHL Global Forwarding
- **60% senior leaders** – Premium networking with a focused audience

Join us to forge a path toward shared services excellence—it's time to craft our future, together.

Who Will Be There?



Breakdown by Industry:



Agenda at a Glance

NOT included with Main Conference Pass		NOT included with Main Conference Pass	
Tuesday, 12 August 2025 Pre-Conference	Wednesday, 13 August 2025 Main Conference Day 1	Thursday, 14 August 2025 Main Conference Day 2	Friday, 15 August 2025 Post-Conference
<ul style="list-style-type: none"> Focus Day - A Guidebook to Data-Driven Shared Services 	<ul style="list-style-type: none"> Cultivating Workforce Capabilities to Thrive in a Competitive Market Adopting Agile Business Processes to Meet Market Realities Interactive Discussion Groups: Dive Deep into Topics around: Finance, Process, CX and Data 	<ul style="list-style-type: none"> Going Beyond the Traditional to Deliver Value and Innovation From Hype to Practical Implementations: Rethinking Tech Adoption for Better Outcomes Talent Retention & Optimization Interactive Discussion Groups: Dive Deep into Topics around Finance, Business, HR and Technology 	<ul style="list-style-type: none"> Focus Day - Unlocking the Power of Change Management

Meet Philippines's Most Inspiring SSC & GBS Leaders


- **Yassin Shaar**, Chief Executive Officer, **Origo BPO**
- **Dr Fabi Carino**, Chief People Officer, **Medlife**
- **Sharmini Krishnan**, Head of PMI Business Solutions (Philippines) Inc., **Philip Morris International**
- **Lora-Lee Lopez**, Head - Global Service Center Manila, JLL Business Services, **JLL**
- **Don Sausa**, VP, Country Manager (Philippines), **Cardinal Health**
- **Sankara Avadhanam**, Global Leader – Global Business Services, **Kenvue – NEW**
- **Kanishka Sinha**, Global Head Hyper Automation & AI Professional Services, **Ingram Micro**
- **Jino Panganiban**, Center Head, Global Service Center (GSC) Philippines, **DHL Global Forwarding – NEW**
- **Enrico Manuel Penas**, Head of Finance Shared Services, **Monde Nissin Corporation – NEW**
- **Anusha Mandava**, Head of Manila Technology Delivery Center, **Chevron Holdings Inc – NEW**
- **Bismarck Orbe**, Finance and Procurement Solutions and Services Director, **JG Summit**
- **Angelo Ronquillo**, HR Director, Global Services, **Kuehne + Nagel – NEW**
- **Jonathan Tam**, Head, APAC People Services, **foodpanda**
- **Diorella Silo**, Head of Compliance and Analytics, **Coca-Cola Bottlers Business Services**
- **Anthony Nool**, Head of Finance, **Henkel Philippines**
- **Ryan Lintag**, Service Delivery Manager for Global Mobility and Talent Acquisition, **AECOM**
- **Jenica Billones**, People and Culture Manager, **Mondo BPO Solutions (Philippines) Inc.**
- **Jenie Policar**, Head of SSC and Vestas Manila, **Vestas**
- **Joseph Oliva**, Director GBS, **Dole Asia Company**
- **Ailene Garcia-Sotelo**, Global Director of Procure to Pay, Shared Services, **World Vision**
- **Reah M. Yu**, Site Process Lead- Digital Transformation, **Lexmark**
- **Beth Almoro**, Head of SSC Delivery Excellence Team, **Essilor Shared Services Phils. Inc**
- **Omeed Jafari**, Senior Vice President of Global Service Delivery, **SupportNinja – NEW**
- **Jennifer Lumbao**, Head of Asia Technology, **Sun Life Global Solutions– NEW**
- **Gigi Geronimo**, General Manager, Global Business Services Center, **Crawford & Company – NEW**
- **Azhar Shaikh**, Senior Vice President-Transformation & OE, Group Shared Service Center, **QBE Insurance**
- **Arturo Pabatao Jr.**, Senior Manager GBS Excellence Deployment, **Philip Morris International – NEW**
- **Mia M. Cuenco**, Director for People and Culture, **Smartsourcing Inc.**
- **Katherine Barredo-Ancheta**, Chief Operating Officer, **Booth & Partners**
- **Craig Crisler**, CEO, **SupportNinja**
- **Shrikant Deo**, Director – Product Management, **EdgeVerve**

Supported by:



Conference Day One Wednesday, 13 August 2025	
08:15	Registration Opens
08:50	Welcome Address by SSON
09:00	Opening Remarks by Conference Chairperson Jonathan Tam , Head, APAC People Services, foodpanda
The Next Generation of Philippines' Shared Services	
09:10	<p><i>Panel Discussion</i></p> <p>Rewiring Talent: Upskilling for Philippines' Next-Gen Shared Services Workforce</p> <ul style="list-style-type: none"> Pinpointing future-ready skills for evolving global service hub Overcoming learning fatigue: Strategies for continuous capability building Sharing case studies on scalable upskilling models from leading outsourcing providers <p>Moderator: Jonathan Tam, Head, APAC People Services, foodpanda</p> <p>Panelists: Jino Panganiban, Center Head, Global Service Center (GSC) Philippines, DHL Global Forwarding Anthony Nool, Head of Finance, Henkel Philippines Enrico Manuel Penas, Head of Finance Shared Service, Monde Nissin Corporation Lora-Lee Lopez, Head - Global Service Center Manila, JLL Business Services, JLL</p>
09:50	<p>Fireside Chat</p> <p>Reinventing GBS: Driving Business Transformation Beyond Cost Savings</p> <p><i>Global Business Services (GBS) is undergoing a profound shift—from being a back-office efficiency engine to a strategic lever for enterprise transformation. As organizations push beyond cost arbitrage, GBS leaders are reimagining service delivery to unlock business value, agility, and innovation.</i></p> <ul style="list-style-type: none"> Beyond Efficiency: How GBS is driving enterprise growth, not just cost savings. Next-Gen Operating Models: Shifting from transactional services to value-led delivery Leadership Buy in: What it takes to shift mindsets—within GBS teams and the broader enterprise Redefining Success: New KPIs and value metrics for the future of GBS <p>Moderator: Shrikant Deo, Director – Product Management, EdgeVerve</p> <p>Panelists: Gigi Geronimo, General Manager, Global Business Services Center, Crawford & Company Sankara Avadhanam, Global Leader – Global Business Services, Kenvue</p>
10:20	<p>Reimagining Shared Services: Philippines' Leap Toward Global Capability Centers</p> <ul style="list-style-type: none"> Unlocking value beyond efficiency: driving innovation, transformation, and enterprise alignment From process delivery to value creation: positioning SSCs as strategic growth enablers Vision 2030: What it takes for Philippine GBS to evolve into world-class GCCs <p>Sharmini Krishnan, Head of PMI Business Solutions (Philippines) Inc., Philip Morris International</p>
10:50	<p>Speed Networking Session</p> <p>Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the Conference.</p>
11:10	Morning Break & Refreshments
Cultivating Workforce Capabilities to Thrive in a Competitive Market	

11:40	<i>Panel Discussion</i> Building Future-Ready Capabilities for Strategic Talent Development <ul style="list-style-type: none">• Creating dynamic learning environments that combine formal training with hands-on experience to develop versatile skill sets aligned with evolving business needs• Strategic deployment of talent across departments and regions to foster knowledge exchange, build adaptability, and enhance organizational capabilities• Implementing structured progression pathways that nurture high-potential talent while ensuring long-term engagement and retention Moderator: Dr Fabi Carino , Chief People Officer, Medlife Panelists: Ryan Lintag , Service Delivery Manager for Global Mobility and Talent Acquisition, AECOM Jenica Billones , People and Culture Manager, Mondo BPO Solutions (Philippines) Inc. Mia M. Cuenco , Director for People and Culture, Smartsourcing Inc.	
	Sparkling Innovation in Shared Services: Chevron’s Transformation Journey in the Philippines <ul style="list-style-type: none">• Transitioning Manila centre from traditional back-office to an innovation-driven delivery hub• Empowering experienced talent with leadership roles and retraining for innovation• Creating dedicated innovation zones to foster experimentation and continuous improvement Anusha Mandava , Head of Manila Technology Delivery Center, Chevron Holdings Inc	
	12:50 Lunch & Networking Break	
	Interactive Discussion Groups (4 Topics & 2 Rotations @ 50-minutes each) Our IDGs allow you to zone in and focus on the topics that matter most to you. Structured to maximise audience interaction and participation, you get a chance to not only learn from your peers first-hand but share your challenges actively as well. There will be 2 rotations of 50 minutes each.	
13:50	GBS TRANSFORMATION	PROCESS EXCELLENCE
	Roundtable 1: Elevating the Value of your Shared Services Operations Jino Panganiban , Center Head, Global Service Center (GSC) Philippines, DHL Global Forwarding	Roundtable 2: Mastering the Challenge to Become a Global Standardized Hub Sharmini Krishnan , Head of PMI Business Solutions (Philippines) Inc., Philip Morris International
	DATA & ANALYTICS	CX AS A BUSINESS ENABLER
	Roundtable 3: Building a Data-Driven Culture Diorella Silo , Head of Compliance and Analytics, Coca-Cola Bottlers Business Services	Roundtable 4: Instilling a Culture of Customer Experience in Business Services Don Sausa , VP, Country Manager (Philippines), Cardinal Health
15:30	Afternoon Break & Refreshments	
Embracing Agile Business Processes to Align with Market Realities		
16:00	Lean Operations: Building Agility with Limited Resources <ul style="list-style-type: none">• Streamlining processes to increase responsiveness without increasing costs.• Empowering cross-functional teams to make data-driven decisions quickly.• Real-life success stories of operational agility driving performance under budget pressures. Jenie Policar , Head of SSC and Vestas Manila, Vestas	
16:30	<i>Fireside Chat</i> Future-Proofing Shared Services: Navigating Change with a Framework-Based Approach <i>"The future is uncertain and unknowable. However, future-proofing necessitates a purposeful approach that goes beyond merely managing the present."</i> <ul style="list-style-type: none">• How simplification—of processes, structures, and communication—can reduce resistance and accelerate transformation across shared services• Sharing on how agile methodologies can empower teams to respond faster, adapt continuously, and deliver value incrementally during transformation• Tailoring change management approaches to suit specific organizational needs Moderator: Omeed Jafari , Senior Vice President of Global Service Delivery, SupportNinja Panelists: Sankara Avadhanam , Global Leader – Global Business Services, Kenvue Ailene Garcia-Sotelo , Global Director of Procure to Pay, Shared Services, World Vision	
17:00	Chairperson’s Closing Remarks and End of Conference Day 1	

Conference Day Two Thursday, 14 August 2025	
08:15	Registration Opens
09:00	Welcome Address by SSON
09:05	Opening Remarks by Conference Chairperson Jonathan Tam , Head, APAC People Services, foodpanda
Going Beyond the Traditional to Deliver Value and Innovation	
09:10	<p><i>Case Study</i></p> <p>The Innovation Leader's Playbook: Building Innovation in GBS and BPO – An Origo BPO Case Study</p> <p><i>"Innovation isn't about having resources—it's about being resourceful. In fact, constraints are often the catalyst for creativity and breakthrough ideas."</i></p> <ul style="list-style-type: none"> • Blueprint for Innovation: Step-by-step methodology to identify, test and scale tech partnerships within your existing operations • Risk Management Framework: How to structure innovation partnerships that protect your operations while maximizing learning opportunities • Implementation Roadmap: Practical tools and techniques to embed external innovation teams into your service delivery workflows <p>Yassin Shaar, Chief Executive Officer, Origo BPO</p>
09:40	<p><i>Case Study</i></p> <p>Location Strategy Considerations for Shared Services in the Philippines</p> <ul style="list-style-type: none"> • Addressing Congestion: Can creating hubs outside Manila effectively reduce traffic issues and improve access for employees? • Exploring Incentives: What role do regional incentives and government support play in establishing shared services in less crowded areas? • Talent Availability: How does evaluating skilled labor in various provinces contribute to the sustainability of shared services operations? <p>Jonathan Tam, Head, APAC People Services, foodpanda</p>
10:10 	<p>Speed Networking Session</p> <p>Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the Conference.</p>
10:40	Morning Break & Refreshments
Rethinking Tech Adoption for Better Outcomes	
11:10	<p><i>Panel Discussion</i></p> <p>Tech-Enabled Value Creation: Rethinking the Role of Captive SSCs as Strategic IT Partners</p> <p><i>From Plateau to Progress – Unlocking the Power of Technology, Talent, and Partnerships</i></p> <ul style="list-style-type: none"> • How can Philippines' shared services evolve from support units to strategic IT enablers? • Understanding why tech adoption often stalls and how SSCs can bridge the gap by aligning talent, tools, and tech teams to business impact • Strategies for SSCs to act as the "technology core" — connecting regional offices, IT talent, and technology partners to drive efficiency and long-term value • Building trusted relationships with business stakeholders <p>Moderator: Jonathan Tam, Head, APAC People Services, foodpanda</p> <p>Panelists: Kanishka Sinha, Global Head Hyper Automation & AI Professional Services, Ingram Micro Bismarck Orbe, Finance and Procurement Solutions and Services Director, JG Summit Jennifer Lumbao, Head of Asia Technology, Sun Life Global Solutions Joseph Oliva, Director GBS, Dole Asia Company</p>

11:50	<p><i>Panel Discussion</i></p> <p>The Human-Machine Partnership: Collaborating for Success in Shared Services with AI</p> <p><i>“Distinguishing hype from reality and taking meaningful action is essential for achieving the intended benefits at scale.”</i></p> <ul style="list-style-type: none">Integrating automated systems that complement human skills effectivelyImportance of developing trust between humans and automated systems within shared servicesNavigating the transition to an automated future smoothly with change management strategies <p>Moderator:</p> <p>Jonathan Tam, Head, APAC People Services, foodpanda</p> <p>Panelists:</p> <p>Sankara Avadhanam, Global Leader – Global Business Services, Kenvue</p> <p>Reah M. Yu, Site Process Lead- Digital Transformation, Lexmark</p> <p>Azhar Shaikh, Senior Vice President-Transformation & OE, Group Shared Service Center, QBE Insurance</p> <p>Craig Crisler, CEO, SupportNinja</p>	
12:30	Lunch & Networking Break	
<p>Interactive Discussion Groups (4 Topics & 2 Rotations @ 50-minutes each)</p> <p>Our IDGs allow you to zone-in and focus on the topics that matter most to you. Structured to maximize audience interaction and participation, you get a chance to not only learn from your peers first-hand but share your challenges actively as well.</p> <p>There will be 2 rotations at 50-minutes each.</p>		
13:30	FINANCE TRANSFORMATION	HR TRANSFORMATION
	<p>Roundtable 1: Developing End-to-End P2P Ownership and Efficiency</p> <p>Ailene Garcia-Sotelo, Global Director of Procure to Pay, Shared Services, World Vision</p>	<p>Roundtable 2: Commitment to Diversity: Building an Inclusive Workplace</p> <p>Angelo Ronquillo, HR Director, Global Services, Kuehne + Nagel</p>
	BUSINESS EXCELLENCE	THE TECHNOLOGY EVOLUTION
	<p>Roundtable 3: Fostering Innovation: Creating a Collaborative Work Environment</p> <p>Beth Almoro, Head of SSC Delivery Excellence Team, Essilor Shared Services Phils. Inc</p>	<p>Roundtable 4: Embracing Technology: Navigating Resistance to Change in Shared Services</p> <p>Kanishka Sinha, Global Head Hyper Automation & AI Professional Services, Ingram Micro</p>
15:10	Afternoon Break & Refreshments	
Talent Retention & Optimization		
15:40	<p><i>Case Study</i></p> <p>HR's Secret Sauce: Empowering Shared Services to Create a Great Place to Work and Drive Business Value</p> <ul style="list-style-type: none">Implementing an Effective HR Operating Model: Establishing a robust HR operating model to support the shared services frameworkFocusing on Moments that Matter: Enhancing employee engagement and retention by creating a great place to work by recognizing key employee experiences in a fast-paced shared services environmentTalent Management and Retention: Attracting, developing, and retaining top talent in a competitive market <p>Angelo Ronquillo, HR Director, Global Services, Kuehne + Nagel</p>	
16:10	<p><i>Case Study</i></p> <p>Transform Your SSC: Practical Insights from JG Summit</p> <ul style="list-style-type: none">Discover a proven framework to evaluate and redesign your current processes for maximum impact.Learn how to structure your teams to adapt and thrive in an evolving service delivery landscape.Walk away with practical tools to measure and showcase your SSC's strategic value to stakeholders. <p>Bismarck Orbe, Finance and Procurement Solutions and Services Director, JG Summit</p>	
16:40	Chairperson's Closing Remarks and End of Day 2	

Pre-Conference SSON FOCUS DAY Tuesday, 12 August 2025		Post-Conference SSON FOCUS DAY Friday, 15 August 2025	
A Guidebook to Data-Driven Shared Services <i>Streamline processes and eliminate inefficiencies by leveraging data analysis to optimize workflows.</i>		Unlocking the Power of Change Management <i>Learn from Philippine's leading GBSs driving competitive advantage through change management.</i>	
10:00	Registration Opens	Registration Opens	
10:30	Welcome Address by SSON Network	Welcome Address by SSON Network	
10:35	Opening Remarks by Chairperson Reah M. Yu , Site Process Lead- Digital Transformation, Lexmark	Opening Remarks by Chairperson Beth Almoro , Head of SSC Delivery Excellence Team, Essilor Shared Services Phils. Inc	
10:40	Best Practices for Building a Data-Driven Culture <i>"In our industry, turning data into insight drives efficiency and impact. I'm privileged to share some of CCBBS' strategies that helped us move beyond reporting towards a culture where data is our organization's most powerful decision-making asset."</i> <ul style="list-style-type: none"> Encouraging cross-departmental collaboration in data initiatives. Training and empowering employees to use data effectively in their roles. Success stories from organizations that have successfully transformed their cultures to embrace data Diorella Silo , Head of Compliance and Analytics, Coca-Cola Bottlers Business Services	Panel Discussion Building Culture & Change Management within your Centre – Making Change Everyone's Business <ul style="list-style-type: none"> Empowering employees as change agents Key do's and don'ts for effective change management and cultivating a strong culture within a GBS team and its partners Capability development of employees for a tech-driven future Moderator: Beth Almoro , Head of SSC Delivery Excellence Team, Essilor Shared Services Phils. Inc Panelists: Mia M. Cuenco , Director for People and Culture, Smartsourcing Inc. Katherine Barredo-Ancheta , Chief Operating Officer, Booth & Partners	
11:30	Let's Talk! Key Takeaways & Action Points We will break into working groups to discuss and deep dive into each topic. There will be one rotation after 30 minutes.	Let's Talk! Key Takeaways & Action Points We will break into working groups to discuss and deep dive into each topic. There will be one rotation after 30 minutes.	
	Roundtable A Breaking Down Silos: Making Data Collaboration Work Across Departments	Roundtable B From Insight to Action: Driving Real Business Outcomes with Data	Roundtable A Driving Internal Culture of Customer Experience
			Roundtable B Addressing Employees' Mental Well-Being
12:30	Networking Lunch Break		Networking Lunch Break
13:30	Digital Maturity as a Strategic Lens: Aligning People, Processes, and Technology for Competitive Advantage <ul style="list-style-type: none"> Evaluating your organization's digital maturity to identify capability gaps Synchronizing digital initiatives with business goals to drive sustainable performance and agility Fostering a digitally fluent culture through upskilling, change management & leadership buy-in Reah M. Yu , Site Process Lead- Digital Transformation, Lexmark		Navigating Stakeholder Dynamics: Turning Challenges into Achievable Success <ul style="list-style-type: none"> Identifying and prioritising stakeholders and understanding their roles and influences Strategies for effective communication to address stakeholder concerns and goals Using feedback loops to adapt and refine approaches for continuous improvement Arturo Jr. Pabatao , Senior Manager GBS Excellence Deployment, Philip Morris International
14:20	Let's Talk! Key Takeaways & Action Points We will break into working groups to discuss and deep dive into each topic.	Let's Talk! Key Takeaways & Action Points We will break into working groups to discuss and deep dive into each topic.	
	Roundtable A Designing Dashboards That Drive Decisions	Roundtable B Operational Intelligence in Action: Applying Data for Shared Services Excellence	Roundtable A Aligning Talent Onboarding and Upskilling with Organisational Change
			Roundtable B Stakeholder Engagement
15:20	Chairperson's Closing Remarks and End of Pre-Conference Focus Day		Chairperson's Closing Remarks and End of SSOW Philippines 2025