



FAYE CHRISTINE MATRIANO

Marketing Director

EDUCATION

GRADE SCHOOL

1980-1983 St Scholastica's College
1984-1988 Assumption College

HIGH SCHOOL

1988-1992 Assumption College
Certificate of Outstanding Performance in Religious Education

COLLEGE

1992-1996 Ateneo De Manila University
A.B. Psychology

POST-GRADUATE DEGREE

2014-2015 INSEAD Business School
France, Singapore, United Arab Emirates
Global Executive MBA

CERTIFICATE COURSES

2008 New York University School of Continuing Professional Studies,
Marketing Management

2013 Harvard Business School,
Strategic Marketing Management

2019 Kellogg School of Management,
Digital Marketing

WORK EXPERIENCE

MARKETING DIRECTOR (2017- Present)

Next Nutrition Plus Naturals - Global Innovations & Food Service
Century Pacific Food, Inc

Design innovation roadmap for exports to Costco, Walmart & FS

- Increased the revenue and profit for the dairy division, making Birch Tree the fastest growing powdered milk brand
- Expanded distribution footprint for more than 15,000 retail outlets for unMEAT in North America and Europe

SPARKLING CATEGORY MANAGER (2016-2017)

Coca-Cola FEMSA

Optimize marketing budget to increase sales of carbonated soft drinks

- Completed audit for underutilized merchandising materials and presented clear action steps for management
- Pipelined innovation in pack formats to address the margin hit from the policy rollout of the Philippine sugar tax

AVP, MARKETING (2009-2016)

RFM Corporation

Drive category leadership in pasta for the Philippine retail landscape

- Boosted revenue and exceeded profit target for Fiesta spaghetti & sauce; led Fiesta to a formidable leadership in spaghetti category
- Expanded high-margin portfolio through the growth of flour and rice mix categories

SENIOR BRAND MANAGER (2002-2008)

General Mills Philippines

(Subsidiary of General Mills, Inc based in Minneapolis, USA)

Increase foothold of USA brands for local Philippine market

- Executed best-in-class merchandising standard for company-owned Häagen-Dazs ice cream shops
- Elevated Pillsbury and Betty Crocker to market leadership in flour mixes

BRAND MANAGER (1999-2002)

Universal Robina Corporation

Fortify URC's market position in the cookies segment

- Launched Dewberry and revamped Cream-O and Presto Cream to attain leadership in cookies category
- Collaborated with R&D to launch Jack & Jill Choco Knots and Berry Knots, securing leadership of Jack & Jill in the pretzels category



I agree to share the above information on any AAA social media platform for purposes of the 2026 AAA Elections.