

ASC Circular : No. 2021-001
Date : 27 January 2021
To : PANA/ 4As/ KBP/ MSAP/ IMMAP /UPMG/OHAAP
Other ASC Clients
Re : ASC MANAGEMENT TEAM UPDATE

The 2021 Officers and Board of Directors of the Ad Standards Council (ASC) announce developments concerning the ASC management team, in line with its objective of continuously professionalizing and injecting new blood into the organization.

1. **Ms. Maria Luisa “Maya” O. Estrada**, ASC Operations Manager, decided to take her Mandatory Retirement, effective last 31 December 2020.

The Board wishes to thank Maya for her invaluable contribution and service to the advertising industry, in general, and to the ASC, in particular during her various capacities in the ASC. Maya joined ASC first as a volunteer panelist from 4As and later moved to be one of our highly competent Professional Screeners. While working as our Professional Screener, she was likewise handpicked to provide significant support to the Executive Directors. In February 2015, Maya eventually took on the challenging role of ASC Operations Manager, a position she held since then. The ASC will continue to engage Maya as Operations Consultant from January 4 to March 31, 2021 to ensure the smooth transition to her successor and to oversee the completion of a number of key projects for the further development of the ASC system.

2. **Mr. Roberto “Robbie” A. Aligada** will take on the role of Operations Manager, effective 01 February 2021.

The 2021 Officers and Board of Directors is proud to announce Robbie’s promotion as this is an internal choice. Robbie’s promotion comes with a solid background for assuming the role vacated by Ms. Estrada. Robbie earned a good track record over the past two years as ASC Compliance Manager and Data Privacy Officer, working closely with the ASC Technical Committee in the resolution and interpretation of procedural cases. Prior to being the Compliance Manager, Robbie started as a volunteer panelist for case hearings, then became a Professional Screener and as Reviewer. For many years, Robbie had significant experience working in key advertising agencies, handling market leader brands, in the area of client servicing and account management.

3. **Mr. John Erwin “Erwin” O. Furagganan** is appointed as our Compliance Officer, effective February 1, 2021.

Erwin joined the ASC as a full-time Professional Screener and Reviewer in January 2019, under the mentorship of Ms. Estrada. Prior to joining the ASC, Erwin was also one of our active volunteer panelists and was exposed to various key product and service categories. Erwin also brings with him his industry experience, having worked with Carat Philippines for 8 years, with his last position being its Media Director – Business Unit Head.

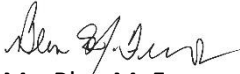
Please join us in wishing Maya all the best in her future endeavors as Operations Consultant, and congratulate Robbie and Erwin in their new roles, giving them our support and best wishes as well.

Thank you.




Digna D. Santos
ASC Executive Director

Noted by:



Ms. Blen M. Fernando
ASC Chairwoman



Mr. Ike S. Canoy
President