**ORGANIZATIONAL STRUCTURE**



**SIMPLICIO P. UMALI, JR.**

*President & General Manager*

Simplicio P. Umali, Jr. (Jun), **the 2011 Agora Awardee in the category of Outstanding Man of Marketing Management,** is the President and General Manager of Gardenia Bakeries Phil, Inc, the country’s largest manufacturer of loaf breads with a market share exceeding 60% in Metro Manila supermarkets. Jun joined Gardenia in 1999 on the company’s second year of operations in the country and helped its bread business grow from P175Mio in 1998 to P2.5 Bio at present.Jun was formerly the President and CEO of a major paint company, Dutch Boy Philippines Inc from 1996 to 1999; the Country Manager of Hoechst Pharmaceuticals 1991 to 1996 initially serving as Marketing Director from 1988 to 1991. He also came from the Agrochemical Crop Protection industry as Marketing Manager of Hoechst Far East Marketing Corp from 1982 to 1988. He was a Group Product Manager of Smith Kline Corp, a pharmaceutical company, from 1979 to 1982. He also had a stint in a carpet company, Smith Bell and Co’s (SB&C) Bell Carpets Inc. from 1976 to 1979 , starting as a Market Development Manager in the Corp Planning and Control Division of SB&C in 1976. After graduating from College, Jun joined immediately Procter & Gamble as a Staff Assistant in the Finance Division from 1974 to 1975. He is also currently teaching Marketing subjects on Fridays and Saturdays at the De La Salle University’s College of St. Benilde. He is teaching at La Salle for the past 15 years.Jun is from the University of the Philippines where he took up BSBA double major in Finance and Marketing and studied MBA . Currently, he is also the President of the Laguna International Industrial Park Assn, Inc (LIIPAI), and President of the Philippine Baking Industry Group (PhilBaking). He has memberships with the Rotary Club of Alabang, Makati Business Club, Management Assn of the Phil, Employers Confederation of the Phil, the PCCI and the Wallace Business

**Ms. Pamela V. Dimayuga**  
*Financial Controller*.

**Mr. Nestor E. Constancia**  
*Marketing & Sales Manager*

**Mr. Ninoh Z. Jallores**

*Executive Baker/Baking Operations Controller*

**Ms. Cristina P. Domondon**  
*Manufacturing Manager*