**PRESENT POSITION**: PROFESSOR

Center of Higher Learning (MBA and PHD Programs) Philippine Christian University

Masteral program on Tourism and Hospitality College of St. Benilde- De La Salle University

**HOME ADDRESS:** 2210 Cityland Pasong Tamo Tower, Don Chino Roces Avenue

1200 Makati City, Philippines

# RESUMÈ SUMMARY

*October 2009 to 2017*: **Director of Human Resources**

New World Makati Hotel Rosewood Hotel Group

*2006 to October 2009*: **Director of Human Resources**

Renaissance Makati City Hotel, Manila Marriott International

*2001 to 2005:* **Area Director of Human Resources**

for Philippines & Vietnam Marriott International

*1998 to 2006:* **Director of Human Resources**

New World Renaissance Hotel, Makati City Marriott International

*1993 to 1997:* **Director of Human Resources**

New World Hotel Manila

*1990 to 1993*: **Director of Human Resources**

Hyatt Regency Manila

*1986 to 1989*: **Personnel Manager**

Silahis International Hotel

*1985 to 1986:* **Employment and Organizational Development Manager**

Procter and Gamble

*1982 to 1985*: **Employment, Training & Development Officer** Westinghouse International

*1980 to 1981***: HRTD Officer**

Filipro (Nestle, Phils.)

*1979 to 1980*: **HR Training and Organizational Development Specialist**

John Clements Consultants, Inc.

*1974 to 1979*: **Product Management Trainee Institutional Specialist/Territory Manager Professional Service Representative** Smith Kline and French Overseas Co.

*1973 to 1974:* **Office Administrator**

Western Pacific Corporation

*1969:* **Operations Manager** (18 years old) Freedom Broadcasting System Radio Station DZTA (Tabaco, Albay)

# EDUCATIONAL BACKGROUND

***Ph.D. Candidate***, Organizational Development and Planning Southeast Asia Interdisciplinary Institute (SAIDI): fulfilled all academic requirements under the mentorship of Dra. Perla Rizalina

M. Tayko, PhD., formerly the Dean of SAIDI; presently, the ABAC OD institute Director, Graduate School of Business, Assumption University of Thailand; SAIDI School of OD (SAIDI Foundation, Inc.)

***(MBA)*** Masters of Arts in Business Administration Philippine Christian University (Outstanding Case Analyst)

***Bachelor of Arts,*** Humanities; Political Science

Silliman University - PCU-La Salle Consortium (University Scholar)

Swea City High School (12th grader)

Swea City, Iowa, USA

(With special distinction, 1968 *American National Honor Society Awardee / American Field Service International Exchange Program*)

Tabaco National High School Tabaco, Albay

# RECOGNITION FROM MARRIOTT INTERNATIONAL

* 1. Nominated: JW Marriott Excellence Award, 2000
  2. Awarded: HR Leadership Award, 2002 Asia-Pacific HR Conference
  3. Awarded: Helping the Community, 2004 Asia Pacific Conference
  4. Awarded: Superior HR Expertise Award, 2005 Asia Pacific HR Conference
  5. Accredited member-trainor: Marriott’s IMTN International Management Network

# INVOLVEMENTS

* 1. Supporter/adviser, Cancer Warriors Foundation (Bike For Life).
  2. Consulting with various organizations wanting to be “good and great”.
  3. Consulting thru *LinkedIn* in the creation/development of mental models of contemporary business/management concepts and ideas catered to a target audience.
  4. Member, Management Board, Shalom Center
  5. Recently (October 14 to 18, 2013) accredited/certified by the Department of Tourism (DOT), as a Third Party Auditor on “Capacity Building On Quality Audit In the Accommodation Sector” in preparation for the *ASEAN Economic Integration* in 2015. DOT under the leadership of Sec. Ramon Jimenez, believes “the tourism sector can greatly contribute to the ASEAN regional economy, if its attractiveness is accompanied by quality of service”.
  6. Recently (Aug. 1, 2014) conferred with the **HR LEADERSHIP Award** at the Pan Pacific Singapore Hotel during the “5th ASIA’s BEST EMPLOYER BRAND AWARDS 2014 hosted by Employer Branding Institute, World HRD Congress & Stars of the Industry Group, with CHRO Asia as Strategic Partner & Endorsed by Asian Confederation of Businesses. These awards are presented to Individuals and Organizations, who have surpassed several levels of Excellence and set an example of being a Role Model & Exemplary Leader.”

*g.* Very recently (Feb. 15, 2015) received the CHRO ASIA’s **100 Most Talented Global HR Leaders award** during the **World HRD Congress** held at Taj Lands Hotel, Mumbai**.** The citation reads, as follows: “Believing in the wisdom of the principle of theory and practice, Geuel F. Auste blends his past and present corporate and management backgrounds (i.e. *Smith Kline and French Pharmaceuticals, Westinghouse International, Nestle (Filipro), Procter and Gamble, Hyatt Hotels, New World, Marriott, Renaissance and New World Hospitality/Rosewood Hotel Group)* with his pragmatic MBA and PhD academic trainings, making and converting his work situation, as a laboratory for time-tested, research-based ideas and proactively, proven concepts and principles for organizations wanting to be *good* and *great.* . . . . Because of these rare but privileged and hard-earned corporate involvements, experiences, serving as a firm foundation in consulting with internal and external clients and Geuel Auste’s keen and treasured understanding of human nature and his extra-ordinary ability to teach and mentor both in the corporate and the academe (i.e. Professor in the Graduate Schools), Geuel continuously leverages his analytical interventions and relationship-building as a coach, counselor and mentor to the *felt needs* of both the *governing* (authority) and the *governed* (followership) in the Philippine organizations, thus maximizing their unique strengths to increase organizational potential with end-effect of increasing and contributing to organizational effectiveness and promoting a much-sought, positive culture.”