



Victor S. Genuino

Vice President and Head, Corporate Business Group

Keeping up with the demands of the country's largest corporations and conglomerates is no easy task, but it's a challenge Viboy Genuino looks forward to everyday. Viboy ensures, that whatever the swings in the market or changes in technology bring, Meralco remains a steadfast partner to each of its private and public sector customers. A partner that provides customized, cost-effective energy solutions that contribute to operational efficiency and healthy bottom lines.

Viboy's years as an expat has given him the technical and personal skills needed to excel at his present work. He has held several local and overseas leadership positions, including PLDT Global's district head and GM for Hong Kong and Singapore, regional director of trade marketing at Siemens Mobile Singapore, and Asia-Pacific regional marketing manager of Philips Electronics and Lighting.

Viboy holds a bachelor's degree in interdisciplinary studies from the Ateneo de Manila University and a master's in business administration degree from the JL Kellogg School of Management of Northwestern University and the Hong Kong University of Service and Technology.