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## PROFILE OF RESOURCE PERSONS



### **BUENAVENTURA F. CANTO (TOBY)**

**PROFESSOR  
EXECUTIVE EDUCATION and LIFELONG  
LEARNING CENTER (EXCELL)  
ASIAN INSTITUTE OF MANAGEMENT**

Prof. Canto is a core faculty of the Executive Education and Lifelong Learning Center at AIM.

He specializes in strategic management, leadership development, financial and cost management, facilitating quality improvement, as well as designing executive education programs and training of teachers. Since 1985, Prof. Canto has conducted numerous case method seminars for other management schools and corporate training organizations in Asia as well as periodic workshops on case teaching and writing for AIM faculty and other business schools around Asia. His research interests center on analyzing strategies of firms that have shown superior performance in tough economic times, identifying unique practices of outstanding manager-leaders in Asian firms, and improving methods for learning business management and leadership skills, particularly the participant-centered techniques of case teaching, writing and research.



### **CHARLES M. GASTLE (CHUCK)**

**FOUNDING PARTNER  
BENNETT GASTLE PROFESSIONAL  
CORPORATION, BARRISTERS & SOLICITORS,  
TORONTO**

Called to the bar in 1987, Chuck is a partner in the law firm of Bennett Gastle P.C., in Toronto

Canada, practising international arbitration and trade law. An adjunct professor at Osgoode Hall Law School, he regularly teaches international law abroad. Over the past twelve months, Chuck has taught in Bangkok, Phnom Penh, Aix-en-provence and Hanoi. Over the past three years, Chuck helped draft Cambodia's *Law on Trade Secrets and Undisclosed Information* and the *Law on Compulsory Licensing for Public Health*, which is soon to be enacted into law. In October 2009, Chuck provided a series of lectures to various ministries of the Thai Government on international competition law. Chuck is involved in programs bringing students to Canada, sending students abroad, and funding the university education of Cambodian students. Chuck has won Osgoode teaching and alumni awards. In 2004, the Government of France bestowed on Chuck the Chevalier de L'Ordre des Palmes académiques.



### **ANTONIO DÍAZ ANDRADE (ANTONIO)**

**SENIOR LECTURER  
BUSINESS INFORMATION SYSTEMS  
AUCKLAND UNIVERSITY OF TECHNOLOGY**

Mr. Díaz Andrade is a senior lecturer in Business Information Systems at AUT, New Zealand. Before joining AUT in 2009, he was a

lecturer at The University of Auckland Business School from 2007 to 2008 and a lecturer at Universidad ESAN, Peru, from 2000 to 2004. He holds a PhD in Management Science and Information Systems from The University of Auckland; an MBA major in Information Systems and Telecommunications from Universidad ESAN; and BEng in Aeronautical-mechanical Engineering from Instituto Universitario Aeronáutico, Argentina. Before joining the academia, he served in the Peruvian Air Force for 10 years. He has a strong research interest in the transmission of computer-mediated information, especially in underserved communities, through existing face-to-face networks. His work has been published in a number of journal articles and book chapters as well as presented at international academic conferences.



### **INABA ETSU (ETSU)**

**DIRECTOR  
HUMAN RESOURCE DEVELOPMENT  
DEPARTMENT  
INSTITUTE FOR INTERNATIONAL STUDIES AND  
TRAINING (IIST)**

Etsu has been responsible for Asia-Pacific Economic Cooperation (APEC) projects since the start of its Human Resources Development collaboration. The APEC projects she has led include curriculum and training material development, joint researches, seminars, and conferences. She also designs and teaches executive development courses in collaboration with other institutions both overseas and in Japan. Her fields of specialty include cross-cultural management, strategic management and Japanese management practices. She is also responsible for Case Center Japan (CCJ), which IIST newly created to promote the case method of instruction and distribution of case materials in Japan.



**LIU SHANG-JYH (SJ)**  
**PROFESSOR**  
**INSTITUTE OF TECHNOLOGY LAW**  
**NATIONAL CHIAO TUNG UNIVERSITY**

Prof. Liu is a law professor and former dean of International Affairs at National Chiao Tung University, Taiwan, where he began his professorship in 1991. He earned an Engineering Ph.D. from Texas A&M University (USA) in 1984, after his Bachelor and Master of Science at National Taiwan University. He then worked as a research engineer for seven years and accomplished his law degree. He founded the Graduate Institute of Technology Law in 2000 and served as the chairman till 2007. In addition to his engineering and law expertise, Prof. Liu taught Technology Management and Business Strategy in the Management College for 16 years. As a pioneer and a leader in Intellectual Property education and service, he has trained more than 5000 IP professionals. He was a Visiting Fellow at the University of Oxford in 1995-1996, and has been a Visiting Professor at the National University of Singapore since 2006.



**ANTONIO MA. C. PEREZ (TONY)**  
**PROFESSOR**  
**EXECUTIVE EDUCATION AND LIFELONG**  
**LEARNING CENTER (EXCELL)**  
**ASIAN INSTITUTE OF MANAGEMENT**

Prof. Perez, Fuji Xerox Foundation Professor of Total Quality Management, is a core faculty member of AIM's EXCELL - the Institute's executive education programs. He teaches Systems Thinking, Balanced Scorecard, Quantitative Analysis, Manufacturing and Service Operations Management. He is the Program Director of the Management Development Program (MDP) and core faculty of Executive MBA in Manila. Prior to joining AIM, he was a regular lecturer in Operations Management and Decision Analysis in the MBA program of the Malaysian Institute of Management in Kuala Lumpur. He taught Management Science and Operations Management at the Ateneo Graduate School of Business. He was a lecturer in Quantitative Methods at the National Defense College of the Philippines. Prof. Perez obtained his MBA degree from the University of California Los Angeles (UCLA) with major in Management Information Systems. He was elected member to the Beta Gamma Sigma, the national honor society for students in Business Administration in the U.S.A. in recognition of his scholastic achievement.



**SOEGENG PRIYONO (SOEGENG)**  
**FOUNDING PARTNER**  
**PT DEVONE MITRA SEJATI**

Mr. Priyono is the founder of PT DevOne Mitra Sejati, a Jakarta-based business-consulting firm established in 2002 which offers advisory services in strategy and planning, people and organization development, business system improvement, ICT value optimization, capacity building, and executive search. Prior to DevOne, he was the director of Andersen Business Consulting (2000-2002); business development director of EDS Indonesia, the local office of the world leading ICT services provider (1997-1999); first country director of Lotus Consulting (1995-1997); and IBMer (1985 - 1995). He holds an Electrical Engineering degree from Mapua Institute of Technology and postgraduate study in business administration from De La Salle University, both in Manila.



**SO CHI-KUEN (C K)**  
**INTELLECTUAL CAPITAL MANAGEMENT**  
**CONSULTANT**  
**INTELLECTUAL PROPERTY DEPARTMENT**

Mr. C K So is an experienced professional with a wide variety of roles in the public and private sectors in Hong Kong and Canada for over 20 years. He joined the Intellectual Property Department (IPD) in February 2009 and has since been engaged in providing consultancy service to the clients who joined the ICM Consultancy Programme. Since the Programme was launched in March 2009, Mr. So has completed over 80 cases for enterprises with single staff to corporations with over 6,500 staff in Hong Kong. Mr. So graduated from The Chinese University of Hong Kong with a Bachelor of Business Administration (Hons), and he extended his professional knowledge in the areas of technology and financial analysis afterwards. He also passed all the examinations in Chartered Financial Analyst (CFA) in 2005-2007.



**HILARIO G. TAN (LARRY)**  
**PROFESSOR**  
**W. SYCIP GRADUATE SCHOOL OF BUSINESS**  
**ASIAN INSTITUTE OF MANAGEMENT**

Since September 2008, Prof. Tan has been a full-time faculty member of the W. SyCip Graduate School of Business (WSGSB). He handles classes for the Master in Business Administration (MBA) and the Master in Management (MM) at the WSGSB, and executive education programs at EXCELL, teaching language of business and finance subjects. Prof. Tan has attended a host of trainings on accounting, taxation, operations auditing, and case writing. Prof. Tan graduated with a Master in Business Management from AIM (1993), where he was an Atlantic Gulf and Pacific Co. Scholar. He completed his Bachelor of Science in Commerce, Major in Accounting, from Chiang Kai Shek College (1986).



**LEE MATHIAS (LEE)**  
**DIRECTOR**  
**LEE MATHIAS LIMITED**

Dr. Mathias has many years of experience in public and private healthcare organisations and health sector education. Her entrepreneurial activity includes start-up companies Birthcare Holdings Limited, the first private maternity company to contract with the public sector, and Labtests Auckland Limited, which won the public contract to provide community laboratory services for the people of Auckland. More recently, Lee joined Pictor Ltd as a shareholder and director. Pictor was a finalist in the recent Focus on Health Challenge. Dr Mathias is a contract lecturer at AUT University, Auckland, the University of Auckland, and University of the South Pacific. Her subjects are healthcare services governance, human resource management, and change management. Dr Mathias is a registered nurse and holds a BA from Massey University, an MBA from Auckland University, and DHSoc from AUT University. She is a member of the NZ Council of Midwives and an Accredited Fellow of the Institute of Directors.