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**Homer U. Usares**  
**Senior Manager – Global Data Business Management**

Homer U. Usares is one of the vital cogs in PLDT's Global Data Business Management group. Being one of the senior members of the team, he pioneered building business relationships for data services with the leading global service providers and bilateral partner carriers. Majority of his responsibilities is to pursue aggressive sales and marketing initiatives to achieve revenue growth and healthy profitability for the various data services under his portfolio.

Mr. Usares' first major achievement in the group was the partnership pursued with AT&T Global Network Services International to be its local service provider in the Philippines to provide a host managed services to local corporate market. Not long after, he was nominated by PLDT to be its Marketing Committee representative in ACASIA, the joint-venture services and marketing umbrella of the six major telecoms carriers in Southeast Asia. He actively participated in developing Cisco-based service offerings particularly ATM and IP-VPN. He was also heavily involved in crafting various sales and marketing promotion initiatives of ACASIA. In the Philippines, he initiated various customer events to promote PLDT and ACASIA as the premier service provider in the region.

In 2003, Mr. Usares assumed the bilateral IPLC business of PLDT. After a couple years of tremendous revenue challenges due free-falling rates and customer churn, he was able to around the IPLC business through crafty product promotions, rationalized pricing and expansion of business partnerships with various bilateral partners. He has built solid partnerships with leading carriers in Hong Kong, Singapore, Malaysia, Japan, Taiwan, Korea and the US. From traditional clear channel bandwidths, Mr. Usares is now in serious pursuit of Ethernet-based IPLC with these select bilateral partners.

Aside from IPLC services, he is also responsible for concluding bilateral frame-relay, ATM and IP-VPN services with KDDI to address the managed networking requirements of Japanese MNCs. In 2007, the partnership with CHTI bore another fruit with the conclusion and establishment of MPLS service.

Mr. Usares started his career in PLDT back in 1993. He started out Retail Business Division then moved to Organization Development in 1995 and then Market Research division in 1997. In late 1999, he accepted the challenge in the newly created Business Solutions Center in PLDT where his current group is a part of.

Before joining PLDT, he worked for Philippine National Bank.

Mr. Usares has a Bachelor of Science degree in Business Management from Ateneo de Manila University and has MBA units from the Ateneo Graduate School of Business.