


[Home](#) » [Business](#) » [Business Agenda](#) » [Words from women who lead](#)

## Words from women who lead

*The country's top women executives and their success secrets*

by **Mitzi Duque**  
March 30, 2014

Share this:

Among the regular events the Asia CEO Forum hosts for business leaders in the country, there is one that is held in celebration of women leaders. Open to men as well, the Asia CEO Women's Summit gathers women who are not just trailblazers in a level still dominated by men, but who have made huge contributions to the organizations and industries they have been part of. In this year's summit, 10 women shared their personal and professional stories, insights and success secrets to a huge ballroom of eager and attentive participants.

### The View From The Top

Filipina women rank among the top five in the entire world for their penetration in the private and public sectors, according to the World Economic Forum. This is indeed something to be proud of. The climb to that number has been a long one, and is a small but hopeful nudge in the history of women in the workforce.

There is a bigger picture, however, as revealed by the dynamic and feisty Marife Zamora, SVP and managing director, Asia-Pac and EMEA of Convergys. Out of the 206 countries in the United Nations, only 17 countries have women as leaders in government, only 15 percent of these countries have women in congress and the senate, and less than five percent of companies in each of these countries are led by women. Only 15 percent of top-level positions across the globe are occupied by women, and this figure hasn't moved in a decade.

"Among the top 1,000 corporations in the country, only 19 women are counted as business leaders who are not COOs, or 'Child of Owners'. Gender issues need to be addressed and we need to start talking about it," Zamora points out.

For her part, Zamora shares that her success can be attributed to goals she set for herself and her relentless pursuit to meet these. "There was a time when I made a promise to myself not to put up any Christmas decors until I met my sales quota. One Christmas, I surprised by family and neighborhood with my home all decked up for the holidays in July," she recounts.

"Do not wait to be noticed; make yourself get noticed. When faced with the situation where you are pitted against a man for the opportunity to be promoted, the first thing to do is to earn the right to be promoted," she urges.

### What It Takes

When it comes to advancing in the workplace, Zamora is quick to point out: "There is no need

#### Related Posts:



**'Hagupit'**



**La Salle leads overall title race**



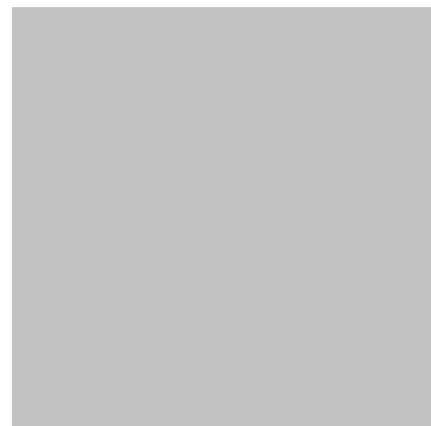
**Use the book**



**Editorial: Women's role in the church**



**Webb keeps HSBC lead**



Marife Zamora (left), SVP and managing director, Asia-Pac and EMEA of Convergys and Lulu Ng, Western Union's vice president for Global Support and Services EMEA-APAC.

for high IQ. There should also be a good level of EQ (emotional intelligence) and cultural intelligence. One has to work well with people. Be proud!

Manila Bulletin News

**MBClassifiedJOBS.com**  
 Your window to endless possibilities [sign up](#)

 **Manila Bulletin News**  
 @manila\_bulletin

Who will coach NLEX? - Read: bit.ly/1wpGXyq  
20m

**Tempo**  
 NEWS IN A FLASH  
 THE NATION'S FASTEST GROWING NEWSPAPER

**Balita**  
 Ang nangungunang pahayagang tagalog ng bansa

 **Manila Bulletin News**  
 @manila\_bulletin

Crowdynews  
 stood as testament and symbols of hope to the while keeping the proverbial balance between work and wife have not hindered me from being able to perform well in my work. Agness Cervacio, IEC Philippines president shares. Speaking from her own experience as one of the few women who climbed to the top in the male-dominated IT industry, the Electronics and Communications Engineering graduate of the Mapua Institute of Technology adds, "even when in a light-colored suit in a sea of black suits, if you can deliver, the gender issues go away, usually."

stood as testament and symbols of hope to the while keeping the proverbial balance between work and wife have not hindered me from being able to perform well in my work.

HOME NEWS BUSINESS SPORTS ENTERTAINMENT LIFESTYLE TECHNEWS OTHERS ABOUT MB CONTACT MB SUBSCRIPTION ADVERTISE EPAPER RSS  
 Copyright © 2014 Manila Bulletin | Latest Breaking News | News Philippines. All rights reserved

↑ Top

### The Value Of Support

Certified Public Accountant Nora Terrado, a Department of Trade and Industry Undersecretary, shares how she decided to join government from the private sector, when she no longer found fulfillment in what she did, or as she says it, "there no longer was WIIFM (What's In It For Me)."

Terrado relates, "I made a decision. I am going to disrupt this team. They have been very comfortable for years. There are many good people in government, they just need someone new to give them a fresh perspective." The agency has since been ranked second highest in fighting corruption.

Several of the speakers have been able to maintain a good family life while carving out a career because of support from family, Terrado included. "I have been able to achieve all these because I have had a predictable schedule, the support of a husband in looking after the kids," she reveals, adding, "In all the things we do, we form alliances and friends. In the end, what matters is that I am a good family member, the best wife, the best mother, the best mother-in-law, and the best daughter, too."

### WE RECOMMEND

[Global warming: Breakthrough material absorbs CO2 from gas](#)

[Pinay reports abuse by HK employer](#)

[Baguio massacre suspect enters 'not guilty' plea](#)

Recommended by

0 Comments

Manila Bulletin

 Login ▾

Sort by Best ▾

Share  Favorite 



Start the discussion...

Be the first to comment.

 Subscribe

 Add Disqus to your site