



# REX MORAN LOBA

## WORK EXPERIENCE

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**Presidential Commission for the Urban Poor (PCUP)**  
**Office of the President**  
**Technical Specialist I**  
**2022 to 2024**

- Assist the UNDERSECRETARY in daily operations.
- Review documents as directed by the UNDERSECRETARY.
- Coordinate management meetings among divisions, and unit heads.
- Coordinate with all Local Government Units (LGU's) for disseminating information for the new programs / projects of the government.
- Support the planning and execution of events, conferences, and workshops related to urban development.
- Engage in community outreach and stakeholder engagement for urban projects.
- Provide technical expertise and guidance on urban-poverty matters.
- Act as a liaison between PCUP and other government entities involved in urban development.
- Manage data and information related to urban development initiatives.
- Contribute to the development, implementation, and monitoring of poverty alleviation programs.
- Conduct research and policy analysis on urban development.
- Prepare comprehensive reports and policy recommendations.
- Collaborate with government agencies and external partners on urban development initiatives.

**SM- Development Corporation (SMDC)**  
**Operation Specialist**  
**2019 to 2022**

- Prepare forecast analysis and ad-hoc report to support Decision Making.
- Motivate Team members to achieve organization goals.
- Evaluate Team members' performance and provide coaching and mentoring.
- Support new techniques and strategies to achieve the target.
- Develop effective methods, tools, strategies achieve specific goals and target including improvements.
- Optimized team members skills, knowledge, and capabilities.

## EXECUTIVE SUMMARY:

With 17 years of experience in Business Operations Management, I specialize in overseeing day-to-day operations. My responsibilities include analyzing business processes, identifying customer needs, and formulating effective business strategies based on thorough feasibility studies in line with current industry trends.

## CONTACT

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## EDUCATIONAL BACKGROUND

**MASBATE COLLEGES (Year 2000)**  
**BACHELOR OF SCIENCE IN ACCOUNTANCY**  
**GRADUATED**

## SKILLS AND EXPERTISE

- **Leadership:** Ability to develop, influence, and build effective team with proactive enthusiastic approach.
- **Adaptability:** Commitment to work on own initiative and as a part of team.
- **Time Management:** Adapting quickly and efficiently to different tasks.
- **Sales Techniques:** Proven Sales achievement of tangible products in a highly pressurized target driven environment
- **Interpersonal Skills:** Efficient, proactive deal effectively with issues, reliable and responsible.
- **Communication:** Effective presentation and interactive skills to educate and captivate the listener

## TRAINING ATTENDED

- Store Management & Back Office Management
- Visual Merchandising & Space Management
- People Management & Disciplinary Action
- Loss Prevention & Health and Safety
- Yearly Appraisal Training
- MDP – Management Development Program
- Will and Skills Program
- Decision making and problem solving.
- Train the trainer program
- ATV and IPC in Depth – training
- Active Selling Program
- Smart Steps (Excellence Customer Service
- Product Knowledge Program) (Fashion and Footwear)

## RETAIL EXPERIENCE

### MANAGEMENT TRAINING

Alshaya HR Training Program, Dubai Holdings HR Training Program and AL Shamsi HR Training Program

#### UNIT 1 PROGRAM - Commercial Awareness

- Manages Profit
- Manages Visual Impact
- Manages Customer Service

#### UNIT 2 PROGRAM – People Management

- Manages Self
- Manages Induction Process
- Manages Relationship
- Manages and Assesses team performance UNIT (KPI)

#### UNIT 3 PROGRAM – Administration

- Manages Integration of Information
- Manages Report
- Manages Stocks
- Manages Staff files.

#### UNIT 4 PROGRAM – Stock loss and health and safety

- Manages Stock Loss
- Manages Health & Safety

**Dubai Holdings Group/ AL Shamsi Holdings**

**DUBAI, United Arab Emirates**

**Sales Manager**

**2009- 2019**

Managed Retails Stores, including:

- Okaidi Dubai Mall,
- Okaidi Mall of the Emirates,
- Okaidi Deira City Center
- Okaidi Mirdiff City Center
- Okaidi Marina Mall

**M. H. Alshaya LLC, BAHRAIN**

**M.H Alshaya LLC, United Arab Emirates**

**Asst. Sales Manager & Training Coordinator**

**2007-2000**

**M.H. Alshaya LLC, Dubai, United Arab Emirates**

**DEBENHAMS -UK BRAND – Dubai UAE**

**Sales Advisor**

**2006 – 2007**

## FUNCTION AND RESPONSIBILITIES

- Maximizing store performance by utilizing every opportunity to drive sales in terms of implementing effective space management and higher standard of customer service.
- Coordinating with the staff regarding Budget Plan, Sales Target, Events and Promotional Activities, and Eventually training them the active selling process.

- Updating Monthly / Weekly / Daily report of sales analysis, Sales Drivers, Management checklist, daily sales report, good flow initiative, identify best sellers, stock transfer, stock loss prevention checklist and daily compliance.
- Visual merchandising which includes positioning of best sellers, new lines, floor layout by brand guideline and visual instruction.
- Assisting all activities in reducing stock loss by observing company procedures including right utilization of security equipment and proper completion of all required documentation.
- Motivating all staff by promoting the highest standard of customer service, product knowledge, features and benefits to achieve the highest sales targets and company objectives.

**Manila Water Company**

**Ayala Group of Company**

**Operations Manager – Collection Section**

**2003– 2006**

### Achievements:

- Thank You Culture @ Alshaya Group of Company for the best Manager Year 2009
- Top Spot for IPC (4.06) Dubai Marina 2009-2010
- Excellent Organization Deira City Center 2010-2011
- Mystery Shopper results Deira City Center 2010-2011 Results 100%
- Mystery Shopper results Deira City Center 2011 -2012 Results 100%
- Top Sales Store Mall of the Emirates 2013-2014
- Outstanding End of the Year Inventory 2014
- ( For 141 Days @ 28 Pieces Shortages)
- Top Spot IPC ( 3.73) – Dubai Mall 2017-2018
- Employee of the Year Award 2017-2018