

PILAR UNIDAD-TOLENTINO, MM, ACFBA

261 Dona Nieves St., Angono, Rizal 1930, Philippines

Phone: +632 6512644; Mobile: +63 917 8435737

E-mail: pilar_tolentino@yahoo.com

PROFESSIONAL BACKGROUND

JOHN GOKONGWEI SCHOOL OF MANAGEMENT ATENEO DE MANILA UNIVERSITY

June 2017
to Present Chair - Leadership and Strategy Department

August 2015
to Present Faculty – handles classes in Strategic Management
and Family Business Management

ATENEO FAMILY BUSINESS DEVELOPMENT CENTER (AFBDC)

January 2015
to Present Assistant Director – manages the Center’s operations,
marketing, financials, and program implementation

October 2013
to Present Family Business Consultant – handles facilitation in
the area on maintaining harmonious business family
relationships, building a family-team, effective
communication and professionalizing the family and the business

October 2013
to Present Resource Speaker – gives lectures/workshops on Family
Business Management, Managing the Business Family
Relationship, Succession, and Professionalizing the
Family and the Business

FAMILY FIRM INSTITUTE (FFI), BOSTON, USA

January 2017
to Present Faculty for FFI Global Education Network (FFI GEN)
handles courses on Certificate in Family Business
Advising and Certificate in Family Wealth Advising

January 2017
to Present Asian Study Group Circles – founding member of the Asian
group of family business advisors, academics and
practitioners that aims to be the Asian thought leaders in
the field of family business management and advising

CENTER FOR FAMILY MINISTRIES (CEFAM)

April 2007
to April 2013 Executive Director – handled operations, marketing, program
development and delivery

May 2010
to 2017 Pastoral Family Counselor – counsels couples and families on
issues concerning conflicts, parenting and family crisis,
facilitated marital and family sessions

PILAR UNIDAD-TOLENTINO, MM, ACFBA

261 Dona Nieves St., Angono, Rizal 1930, Philippines

Phone: +632 6512644; Mobile: +63 917 8435737

E-mail: pilar_tolentino@yahoo.com

ATENEO GRADUATE SCHOOL OF BUSINESS

Current Faculty under the Marketing and Strategy Department

ACADEMIC BACKGROUND

- May 2005 **ASIAN INSTITUTE OF MANAGEMENT**
Masters in Management
Graduated with distinction
AIM Scholar
- March 1992 **ATENEO DE MANILA UNIVERSITY**
B.S. Management – Honors Program
Cum Laude,
Departmental Awardee
Ateneo and DECS Scholar

CERTIFICATIONS / DIPLOMAS

- October 2018 Advance Certificate in Family Business Advising
Family Firm Institute, Boston USA
Full Scholar – Carmen Bianchi and Associates
- March 2016 Certificate in Family Business Advising
Family Firm Institute, Boston USA
Full Scholar - De Visscher & Co.
- March 2010 Professional Diploma in Family Ministry
CEFAM/Loyola School of Theology, Ateneo