

RICARDO (Ricky) HIZON MERCADO

CONTACT INFORMATION:

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EDUCATION/AWARDS

- 1973 A.B. Economics – Ateneo de Manila University (Jesuit Institution)
- 1992 Master in Business Administration (MBA) – Ateneo Graduate School of Business Ateneo de Manila University
- 1993 Professional Diploma course in Family Ministry, and Counseling – Center for Family Ministries (CEFAM) Loyola School of Theology, Ateneo de Manila University
- 2003 Most Outstanding Part-time teacher award by Ateneo School of Parents Association Council (ASPAC)
- 2004 Certified Franchise Executive of International Franchise Association (IFA)- Washington D.C. Studies sponsored by Marriott International Scholarship for Minorities and IFA Educational Foundation.

PRESENT WORK / EXPERIENCE

- Aug 2013 – Present Director, Ateneo Family Business Development Center, John Gokongwei School of Management, Ateneo de Manila University
- Feb 2010 – Present Resource speaker in Family Business Seminars in Santa Clara University, University of the Pacific, Stockton & University of San Diego, U.S.A.
- 1994 – Present Part-time Faculty, Ateneo de Manila University
John Gokongwei School of Management, Loyola Schools

Teaching: Strategy Formulation, Implementation & Evaluation
Family Business Management
Principles of Management / Business Franchising

PAST EXPERIENCE

- Apr 2010 – Jul 2013 Resource speaker on Family Business Governance
Center for Global Best Practices
- 2008–Sept 2009 Director, Ateneo Family Business Development Center, John
Gokongwei School of Management, Ateneo de Manila
University
- 2006 Fall Term Part-Time Lecturer, San Francisco State University
Teaching: Family Business Management
- 2004 – 2006 Director, Strategic Franchise Concepts Inc.
- 2004 – 2005 Operations Manager, Red Ribbon Bakeshop USA (Family Business)
- 2001 – 2005 Director, Red Ribbon Bakeshop, Inc., Philippines (Family Business)
- 1985 – 2005 Director, Red Ribbon Bakeshop, U.S.A. (Family Business)
- 1998 –2004 Program Director: Managing Family Business and Business
Franchising, Center for Continuing Education
Ateneo Graduate School of Business, Rockwell, Makati,
Metro Manila, Philippines
- April 2002 – Chair, Department of Leadership and Strategy
March 2004 John Gokongwei School of Management
Loyola Schools, Ateneo de Manila University
- 1998 – 2003 Resource Speaker on Franchising Course for Small and Medium
Enterprises – Institute For Small Scale Industries (UPISSI),
University of the Philippines, Manila
- 1996 – 2000 President, Red Ribbon Franchise Corporation (Family Business)
- 1989 – 1991 Chief Operations Officer (COO), Kentucky Fried Chicken,
(KFC) Philippines; Foodmine Corporation (Family Business)
- 1984 - 1985 Operations Manager, Red Ribbon Bakeshop, USA (Family Business)
(Start of Business Operations)
- 1984 – 1987 Executive Assistant, Red Ribbon Bakeshop, Inc. (Family Business)
- 1974 – 1982 Director for International Marketing Operations
National Food Authority (Government Corporation)