

Miguel “Migo” Aguado, MBA, GRI-CSP

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Migo is a consistently successful Business Development and Marketing Professional in commercial & behavioral metrics in the energy industry across different trade channels (Direct, Indirect, B2B, and B2B2C) and regions in a multinational environment. In addition, he is passionate about History, Sustainability, & Development and strives to be a thought leader by writing about these topics in his blog. Outside work, he reads books, plays sports, volunteers for a social enterprise, and teaches a college-level marketing course.

Professional Experience

Senior Commercial Manager – Shell Energy | March 2024 – present

- Business originator and acting Country Marketing Manager for Shell Energy Philippines (SEPH)—a new business focused initially on developing Shell’s presence in the contestable power market
- Business developer through the formulation of robust and relevant customer value propositions by continuous scanning of competitive, industry, and regulatory developments in the Philippines to grow the demand portfolio and co-manage the overall risk portfolio
- Dealmaker and Asia focal for the commercial & industrial power sector with a particular focus on decarbonization, renewable energy, and value integration opportunities

Marketing Manager – Shell Commercial Road Transport | August 2021 – March 2024

- Represents the market in the local Executive Committee and Regional Leadership Team; Customer Value Proposition Owner and Business Development Manager for Shell's Road Transport & Business Mobility **6,000,000 USD business** in the Philippines.
- Two-time Global VP Awardee and lone recipient from Asia for Marketing Excellence with a total profit delivery of **276,200 USD per annum**
- Led the business recovery post-pandemic with a **76% uptake in volume** and a **more than 500% increase in profit** through value-driven marketing programs

Key Account Manager – Shell Business Mobility – October 2013 – August 2021 (various sectors)

- **Top Account Manager in the Philippines and in Asia**—Asian candidate for Shell’s People Make The Difference Real, the highest award-giving body in Shell’s Global Mobility Business during the 2020 business cycle with all volume, margin, and credit KPIs **above 105%**
- Recipient of *Crystal Award*—the highest award given in the Shell Companies in the Philippines during the 2017 business cycle for achieving the **highest volume performance** and **best business development plan**

Commercial Competencies

Marketing Management – Skill

- *Customer Insighting & Strategy Formulation.* Through customer journey mapping and focus group discussions, we discovered actionable insights into changing customer needs post-pandemic, which resulted in an incremental business of **900 kiloliters per annum** (around 10% of the total portfolio).

- *Market Planning.* Focused resources to maximize profitable growth over the medium and long term with a particular focus on pathways to decarbonization with a steady increase of **20% month-on-month in terms of volume** and **positive unit margins** in a highly volatile oil industry
- *Brand Management.* Introduced a new brand under the Shell house of brands, Shell Commercial Road Transport, to internal & external stakeholders: **moved from “unaware” to “familiar”** in a year.
- *Customer Offer Development.* Developed differentiated customer offers to deliver a sustainable competitive advantage with more than **70% attribution of the brand to “decarbonization.”**
- *Channel Marketing Management.* Defined Routes to Market by understanding customer buying behavior through launching a Value Chain Integration program and cross-business collaborations, which resulted in **2,000 kiloliters per annum** of incremental business

Account & Relationship Management – *Mastery*

- Developed and implemented Key Account Plans, Business Reviews, Partnership Programs, and Commercial Recovery Programs, which resulted in less than a **5% attrition rate** (vs industry standard of 20%), more than **70% share of wallet** (vs industry standard of 40%), and **8.5 Net Promoter Score** (“high”).
- Transitioned accounts from price-sensitive customers to solutions-centric customers, with **20% of customers** buying non-core products and services and **100% digital solutions adoption**

Value Chain, Demand, and Pricing Management – *Mastery*

- Developed trade marketing programs for accounts with **below 6% cost-to-sales ratio**
- Managed pricing and profitability through value, cross, and up-selling, and pricing analysis & designing pricing programs for customers, which resulted in **meeting the annual margin plan and offsetting losses**
- Set up and managed resellers & distributors and achieved indirect channel scorecard metrics, increasing reach from 19% to 33% of the **target market**.

Sustainability & International Markets Knowledge – *Knowledge to Skill*

- Led a Global Deal Team to develop an offer for emerging channels; Collaborate with various local and regional staff to localize a global offer, which resulted in an incremental business of **800 kiloliters** and **40,000 USD**
- Led a regional team in Asia to address the pandemic impact on business in terms of cash preservation and credit management, which **turned around credit KPIs from 80 days to 39 days** of DSO (internal plan is 42 days, and industry standard is 45 days) and **recovered more than 50% of bad debts**
- Led a regional team in Southeast Asia to map pathways to decarbonization in three markets (Philippines, Malaysia, and Thailand), which resulted in **3 customer incubation projects**, **100% training participation**, and **83% mastery of sustainability & decarbonization fundamentals**, and **three sustainability product launches**
- Selected as the global focal in Commercial Road Transport to support Shell-wide Information Risk Management campaigns, which resulted in a **decrease in phishing risk from 85% to 30%**

Education

Asian Institute of Management – September 2020 – September 2021

Master of Business Administration, Concentration in Marketing | GPA: 4.21/5.00 – “Above Average”

- Global Finalist & National Champion - [Optum Stratethon International Strategy Competition](#)
- Global Finalist – [MARGA International Business Simulation](#)

University of the Philippines Manila – June 2006 – March 2010

BA Organizational Communication, Cum Laude | GWA: 1.71/1.00 – “Very Good”

- Minister for External Affairs, UP Manila Debate Circle; Director, UP Manila Debate Education Program

Manila Science High School – June 2002 – March 2006

- First Meritorious Awardee

Teaching Experience

La Consolacion College Bacolod – May 2023 – present

- [Special Topics in Marketing \(Sustainability Marketing\)](#) – AY 2023 2nd Semester Students’ Evaluation Grade: 98/100 – “Excellent/Superior”
- Foundations of Marketing (Marketing Mix & Strategy) – AY 2024

Training & Lifelong Learning

- **Certifications**
 - GRI Certified Sustainability Professional
 - Graduated as [top student](#) of [Learn2Lead Sustainability](#) (Future Sustainability Leaders Program)
 - Basic Chinese Level II – Confucius Institute at The Ateneo De Manila University
- **Completed:** Attended local and international training in Account Management, Value Selling, Channel Excellence, Leadership, and Foreign Language. An updated list is available [here](#).
- **Personal Library:** Read books about History, Development, Sustainability, Leadership, and Business. An updated list is available [here](#).

Affiliations & Volunteer Experience

- **Brands, Communications, & Marketing Manager-Volunteer, [SustainablePH](#)**
 - Brand Manager-Volunteer – Learn2Lead Sustainability Leadership Program
 - Marketing Operations Manager-Volunteer – SustainablePH
- **Member, Sustainability Practitioners of the Philippines ([SSP](#))**