

REYMONT UY CHOACHUY, CFE



PROFESSIONAL EXPERIENCES:



BOARD OF DIRECTOR, DBP LEASING CORPORATION

- **July 1, 2021 to present**

Appointed by President Rodrigo Duterte as board of director of DBP Leasing Corporation to represent the business sector and input my experience in the banking sector. DBP Leasing is a wholly-owned subsidiary of the Development Bank of the Philippines. DBP Leasing Corporation provides financial products and services to help private enterprises and publicly-owned entities acquire new equipment and other productive capital assets. Also, I seat as chairman of two (2) committees namely Audit Committee and Related Party Transactions Committee.



CEO, CAR DOCTOR

- **August 4, 2020 to present** **Car Doctor Visayas Avenue**
- **November 15 2021 to present** **Car Doctor Mindanao Avenue**

Car Doctor is a shop of the future concept that is fueled by more than 25 years in the Quick Service Repair (QSR) and is being the best retailers in the world. Being born and built during the pandemic, we have adjusted to the new normal in the way we design our shops while we reduce carbon emissions in our operations. As we are a CASA alternative that specializes in lubrication, wheel alignment, under chassis and mechanical jobs, we do everything the car dealerships do except body repairs and painting works. We are a mobility concept that serves everybody on the go and we incorporate food stalls and restaurants and even car performing accessories in our concept for a totally game changing experience.



CEO, LIMAPULO RESTAURANT

MASTER FRANCHISEE PHILIPPINES

- **February 12, 2020 to present** **Limapulo SM Mall of Asia**
- **September 7, 2020 to present** **Limapulo Quezon City**

Limapulo is a Malaysian company named after its address in the Heritage Row in Kuala Lumpur, Malaysia. It means fifty in the Malay language. The logo of Limapulo is designed from the Chinese character Wushi which signifies fifty.

Limapulo is offering the finest of Peranakan Cuisine, serving high quality food and beverages to consumers of all pages and races. The term “Peranakan” originally means “local born in Malay”. The Peranakan people are descendants of Chinese immigrants who came to the Malay Archipelago back in the 15th Century. The Peranakan men came to be known as Baba, while the women are addressed as Nyonya. Traditionally, only the Nyonya cooks but Limapulo’s founder and executive chef is Baba, hence #babacancook.

Owned equally by executive Chef Baba Tan Kim Chye, known affectionately as “Uncle John” and Mr. Alan Yun, a Malaysian well known multiple award winner model and actor. Limapulo’s most celebrated dish is the award winning Nyonya Laksa. The Laksa was so good it was judged the best in The Star People’s Food Awards 2014-2015 in Kuala Lumpur.



Property manager, RJTC Center

- **2015 to present**

RJTC Center Gilmore is a 3 storey Commercial Complex located in the heart of Gilmore which is considered IT Hub of the Philippines. It is surrounded by the Computer Complexes like Gilmore IT Center, Computer Graphics Inc., Aurora Towers etc.

RJTC Center Visayas started as a food park in 2017 and was awarded as the 2017 food park of the year. The food park was actually the home of the celebrity chefs but the biggest star is La Carnitas Modern Cantina which won international fame as it was featured in Insider Food New York. Currently it is now a complex that houses Car Doctor and Limapulo Malaysian Restaurant.

RJTC Center continues to develop commercial properties for community development. Among their latest projects are located in JP Ramoy Quezon City, Mindanao Avenue Quezon City and Ilang-ilang St. Camarin Caloocan City.



CEO, NOBLE HOUSE BUSINESS BROKERS, INC.

- **January 2005 to present**

Noble House is a franchising company with stable brands under its helm. It was established in 2005 with one Sam's Everything on Sticks branch in Tutuban Center Mall, Divisoria Manila. After six years in operation, it is now the holding company of over 100 branches diversified in the Philippines. Among its concept are Sam's Everything on Sticks, Itlog on Sticks, Oh my Nails Hand and Footcare, Liloan's Pride Liempo, Tea 101. Sam's Everything on Sticks offers local and imported street food on stick items like Kikiam, squid ball, crab nuggets, lobster ball, crab eggroll, crab claw etc. It has the most number of branches with 75 outlets all over the Philippines. Itlog on Sticks product in line includes truly pinoy items like kwek kwek balut, kwek kwek penoy, tukneneng, one day old chicks, tapsilog, tocilog, longsilog, and steamed egg products. Itlog has expanded its' branches into 5 stores. Liloans Pride Liempo will treat you to authentic Cebu Liempo and Litson Manok, infused with herbs, and spices from Cebu's lush and terrains. Due to the continuous demand of the people, it grew now to 9 outlets. Tea 101 offers a variety of Bubble Tea products imported from Taiwan. Because of its success, it led the continuous growing number of outlets with a total of 10 branches in NCR. Oh my Nails Hand and Foot care pamper each guest with specialty hand and foot spas while they relax in a soothing ambience with chill out music, lounge chairs and attentive personnel. The only branch is situated in Quezon City. He was awarded in 2010 from Go Negosyo as Most Inspiring Young Entrepreneurs. Then, he was honored as the Fastest Growing Franchise in 2012 by Entrepreneur's Magazine. Noble House Mission is to help Filipinos achieve the Filipino Dream of one day owning their own successful business.



RETAILER, SHELL PHILIPPINES

- **August 2009- March 2020 Professional Shell Retailer- XTI Shell Balintawak (Gold Retailer – Balintawak Branch)**
- **February 2009- present Professional Shell Retailer- XTI Shell Mindanao (Gold Retailer- Mindanao Avenue Branch)**
- **November 1997 to present Professional Shell Retailer- XTI Shell Munoz (Gold Retailer- Congressional Munoz Branch)**

Entered Shell as the youngest retailer at age 22. Used to operate cluster of 3 sites and was shown his expertise in fuel, convenient store car servicing. Our cluster has achieved consisting in the field of customer satisfaction by having a perfect score of 100% in the MMP (mystery motorist program) and is ranked 1st from 2008 to present. Ranked no 10 in the Philippines in the Shell network and was the one representative from the Philippines with the perfect score of 100% in **MMP in 2008 held in Istanbul Turkey**. Another **Gold retailer** was garnered in **2011 in Rome Italy**. A Gold retailer represents the Top 1% of Global Shell.

We also achieved the high **silver award** representing the Top 2% of Global Shell in **2012 in Tokyo Japan** and in **2014 in Dubai, UAE**. In **2015** we were the **Commercial Fleet Retailer of the Year** and in **2019 Shell moto GP for SHOC + mechanics awarded in Malaysia**.

We still continue to aspire to be the best fuel retailers in the world.



FRANCHISOR, FERINOS BIBINGKA

- **June 2008 to July 2011** **Franchisor**
- **August 2007 to May 2008** **Franchisee**

Started as Franchisee on Ferino's on August 2007. Operated an outlet in South Superhighway and made it to one of the highest grossing sales outlets in their network. Negotiated with the previous owner and became a partner in the evolution of the brand. Have worked together with the Franchisor Family on the platform of the brand and getting the brand ready for franchising.



FRANCHISEE- REYES BBQ

- **November 2007 to February 2010** **Burke Plaza**
- **December 2006 to February 2010** **RCBR Branch**

Started as one of the pioneer franchises outside the family. Reyes BBQ is owned by one family members that also owns Aristocrat Restaurant and Mama Sita's Sauces. Operates one of the highest grossing outlets and still maintains its current status as one of the top Reyes BBQ outlet. It operates 24 hours to serve the call center market. It opened another franchise in the heart of Binondo (fronting Binondo Church). Defied all skeptics by opening a branch in a Chinese food infested area proving that BBQ is for all people. The first in the Reyes Barbecue chain to have the entire menu translated to Chinese including the name. The first franchisee to get the approval of co-branding agreement for Reyes BBQ. Successfully launched a Ferino's Outlet inside a Reyes BBQ store and enhanced its foothold in Binondo by a 30% increase in its Daily Sales.

EDUCATIONAL ATTAINMENT:

- **2008-2011** **Master's in Franchise Management H. Wayne Huizinga School Business and Entrepreneurship (Certified Franchise Executive)**

- **1991-1995 De La Salle University** **BS Industrial Engineering, Minor in Chemical Engineering Recipient of the Jose Rizal Awardee for Academic Excellence**
- **1987-1991** **Sacred Heart School for Boys**
- **1982-1987** **Sacred Heart School for Boys**

CONFERENCES ATTENDED OR MODERATED:

- **2024** **Elevating Finance and Operations Program, Wharton School of the University Pennsylvania**
- **2022** **Corporate Governance Orientation Program for GOCCs**
- **2019** **Moderator, Franchise Asia
“How to increase your Stores Sales & Profitability”**
- **2017** **Moderator, Franchise Asia
“Unique Challenges of Start-up Franchisor”**
- **2016** **Moderator, Franchise Asia
“Targeting the Right Candidate for your Franchise”**
- **2012** **Speaker, Franchise Asia Philippines 2012 Conference
“Franchisor and Franchisee Relationship”**
- **2011** **Bubble Tea Making & Preparation Foods World Taipei City, Republic of China**
- **2004** **Insurance Institute for Asia and the Pacific
132nd Basin Non-Life Insurance Course Certified Insurance Broker- Non Life**
- **2000** **Orlando Convention Centre Introduction to Franchise and How to Franchise your Business by the IFA (International Franchise Association)**

RELEVANT FEATURES ABOUT ME:

- Spot.ph Top 1 Food award Liloan's Pride Liempo** **2014**
https://www.spot.ph/eatdrink/55506/joel-torre-chef-carlo-miguel-gaita-fores--more-at-the-spotph-top-10-food-awards?fbclid=IwAR0fwEWktQIZ6MgCC_HE9oIoAT8k3HAMNZ_vjNtINTiNjd2EZEJBOeYc35g#photo-1-1
- Entrepreneur Franchise Awards – Fastest Growing Franchise** **2012**
<https://www.entrepreneur.com.ph/franchising/Entrepreneur-Franchise-Awards-2010>
- Go Negosyo Tagumpay Inspiring Young Filipino Entrepreneurs Award** **2010**
<http://www.gonegosyo.net/2010/09/27/1420/>
- Sam's Hypermart Street food Festival** **2019**
<https://www.facebook.com/SamsEverythingonSticks/photos/a.188963691181042/2451364938274228/?type=3&theater>
- Chinoy TV "I am Chinoy Campaign"** **2019**
<https://www.facebook.com/chinoytvOFFICIAL/videos/2314001795381763/U+zpfSTE2MTU4MTIyMzkxOTI4OToyNDI3NjU1NDEwNjQ1MTgx/>
- Globe My Business Brand Ambassador "Noble House Profile"** **2019**
https://www.youtube.com/watch?v=bICzo_4wubo