



INTERNATIONAL IT-BPM SUMMIT

Intelligence at Scale: Accelerating the PH Pivot



SEPTEMBER 23-24, 2026



OKADA MANILA



The **International IT-BPM Summit (IIS)** is the flagship annual conference of the **IT & Business Process Association of the Philippines (IBPAP)** and the country's premier gathering of leaders from the IT-BPM industry, government, global enterprises, technology providers, investors, academe, and development partners.

Now in its **18th year**, IIS serves as the industry's platform for discussing strategic priorities that will strengthen the Philippines' global competitiveness and sustain the growth of one of the country's largest export industries. The sector employs approximately **two million Filipinos** and serves enterprises in more than 100 countries.

The 2026 summit carries the theme **"Intelligence at Scale: Accelerating the PH Pivot."** It reflects the industry's next phase of transformation as organizations increasingly combine AI, human talent, data, and innovation to deliver higher-value services, strengthen competitiveness, and unlock new opportunities for investment and employment. The summit will also serve as a platform to launch the industry's refreshed industry roadmap and reinforce collaboration among industry, government, academe, and partners in advancing the ambitions of the Roadmap 2028.

Approximately **1,000 senior executives, policymakers, investors, technology leaders, and industry stakeholders** are expected to attend the two-day event.

What to Expect

The program brings Roadmap 2028 to life by focusing on how the Philippines can strengthen its position in an increasingly AI-driven and competitive global economy. Key themes include scaling higher-value capabilities, AI-enabling the workforce, expanding priority sectors and markets, strengthening trust and resilience, and deepening alignment among industry, government, and academe.

Day 1 focuses on enterprise transformation and the evolving value equation. Discussions will explore changing client expectations, the adoption of AI and innovation, and how the Philippines can move beyond execution excellence toward greater ownership of capabilities, outcomes, and value creation.

Day 2 examines the forces shaping the industry's next growth phase, including emerging sector opportunities, the commitment to AI-enable two million Digital Filipino workers, digital resilience, and responsible AI.

An **ASEAN perspective** will run throughout the summit, highlighting opportunities for the Philippines to contribute to a more connected, complementary, and trusted regional services ecosystem.

What Makes IIS 2026 Different

Designed to be practical and action-oriented, IIS 2026 will showcase how transformation is already taking place across organizations. The summit will connect industry ambitions to real changes in services, technology, workforce models, operating structures, leadership approaches, and market strategies. The program will feature:

- ☀ **Transformation Spotlights** showcasing real-world business transformation journeys and lessons learned.
- ☀ **Leadership Panels** exploring the strategic decisions and leadership actions required to scale transformation.
- ☀ **Innovation Showcases** demonstrating emerging technologies and capabilities in action.

Day 2 workshops will be redesigned to be more hands-on, ensuring participants leave with practical tools, frameworks, and approaches they can apply within their organizations.





Program Agenda

Day 1: September 23, 2026

Time	Duration	Session
1:30PM – 1:45PM	15 mins	Opening Ceremonies
1:45PM – 2:05PM	20 mins	President's Report  Jack Madrid (President & CEO, IBPAP)
2:05PM – 2:35PM	30 mins	From Philippine Strength to ASEAN Scale <i>The Philippines has built a globally recognized IT-BPM industry anchored in scale, talent, and delivery excellence. The next opportunity is to extend that strength across ASEAN. This leadership panel explores how the Philippines can help lead a collaborative regional strategy—bringing together the distinct capabilities of ASEAN markets, creating complementary areas of specialization, and building a connected services ecosystem that offers greater scale and value to global clients.</i> Panelists:  ASEAN Ministers (Malaysia, Singapore, Vietnam, Indonesia, UK, EU, Japan, Canada, Australia) Moderator: Celeste Ilagan (Chief Operating Officer, IBPAP)
2:35PM – 2:55PM	20 mins	Ahead of the Shift <i>Most services organizations add capabilities once clients start asking for them. Fewer build those capabilities before the market demands them, when the investment case is still unproven and the return sits years out. This session covers the move from data, research, and content into operationalizing data, analytics, and AI for global enterprises: where early bets were placed, how the commercial model changed, how value shifted from pilots to execution, and what it took to bring existing teams through each wave.</i>  Ankor Rai (CEO, Straive)
2:55PM – 3:10PM	15 mins	Transformation Spotlight: Reinventing Healthcare Business Services <i>This Transformation Spotlight shows how a Philippine healthcare operation expanded from high-quality transaction delivery into greater ownership of the outcomes clients measure.</i>  Samarth Mathur (Managing Director & President, Optum)





Day 1: September 23, 2026

Time	Duration	Session
3:10PM – 3:30PM	20 mins	The New Shape of Financial Services Delivery <i>Financial services is entering a new operating model. AI, data, and regulation are reshaping how institutions create value, while digital-first competitors are redefining customer expectations and accelerating innovation. As a result, global financial institutions are rethinking what they build, what they centralize, and what they entrust to delivery organizations. This plenary examines where financial services delivery is heading and the capabilities institutions will expect from their partners in the next phase of transformation.</i> ☀ Carlos Mendoza (Senior Country Officer and Head of Banking, JPMorgan Chase Philippines)
3:30PM – 4:00PM	30 mins	From Operations to Intelligence: The Future of Financial Services Delivery <i>The Philippines has deep experience supporting some of the world's largest financial institutions, alongside a growing ecosystem in digital banking, payments, fintech, and financial inclusion. Together, these strengths create an opportunity to move beyond delivering financial services and take on a greater role in redesigning how they operate, innovate, manage risk, and serve customers.</i> <i>As AI, data, and new operating models reshape financial services, how can the Philippines scale its established delivery leadership into a larger global role in transformation, innovation, risk, and customer experience?</i> Panelists: ☀ Eli M. Remolona, Jr. (Chairman of the Monetary Board and Governor, Bangko Sentral ng Pilipinas) ☀ Nathalie Bernardo (Vice President and Site Head, Sun Life Global Solutions) ☀ Angelo Madrid (President, Maya) ☀ Michelle Ramos (Chairwoman and Chief Financial Officer, Capital One Philippines) Moderator: Jimbo Borja (President, S&P Global Market Intelligence)
4:00PM – 4:15PM	15 mins	BREAK
4:15PM – 4:30PM	15 mins	Transformation Spotlight: Reinventing the Enterprise <i>Many enterprises can point to transformation initiatives. Far fewer can show how they have redesigned the business to adapt continuously, create new value, and respond faster to change. This Transformation Spotlight puts one organization on stage to share the decisions, operating model shifts, structural changes, and leadership choices behind that reinvention, including what did not work and what it took to move beyond isolated initiatives into enterprise-wide transformation.</i> ☀ Dharam Gurbani (Chief Growth Officer, Ascendion)





Day 1: September 23, 2026

Time	Duration	Session
4:30PM – 5:00PM	30 mins	From Execution to Innovation <i>Many organizations are investing in AI. Far fewer are changing the way the business works. The real challenge is not deploying new technology. It's redesigning operating models, leadership, and decision-making to create lasting value. This panel brings together leaders who have moved beyond pilots and incremental change to build organizations that can adapt continuously. They compare the strategic choices, trade-offs, and lessons behind enterprise transformation.</i> Panelists: ☀ Aparajita Gupta (Managing Director, Business Transformation, Accenture APAAC & PHP) ☀ Dharam Gurbani (Chief Growth Officer, Ascendion) ☀ Sunny Kaila (Founder & CEO, IT By Design) Moderator: Akshay Mathur (Partner, Everest Group)
5:00PM – 5:15PM	15 mins	Transformation Spotlight: Reinventing Workforce Development <i>Most organizations know they need an AI-ready workforce. Very few have actually redesigned how people learn, move, and grow inside the company to build one. This Transformation Spotlight puts one organization on stage to show what that redesign looked like in practice: what changed in how they train people, plan careers, and plan the workforce itself, and what it took to make that change stick.</i> ☀ Roy Cuesta (Wholesale Banking Operations COO, ING Hubs Philippines)
5:15PM – 5:45PM	30 mins	Not the End of Human Work. The Beginning of Better Work. <i>AI is changing how work is designed, delivered, and valued. For organizations, the challenge is no longer simply adopting new technology. It is redesigning jobs, developing new capabilities, and helping people succeed in a very different world of work. This conversation explores how leading organizations are creating more meaningful, higher-value roles while addressing the uncertainty that inevitably comes with large-scale change. It examines what better work actually looks like, how leaders bring people through the transition, and what it takes to build a workforce that is ready for an AI-enabled future.</i> Panelists: ☀ Roy Cuesta (Wholesale Banking Operations COO, ING Hubs Philippines) ☀ Marco Escareal, MD (Corporate Health Associate Director, Aon Philippines) ☀ Willy Lim (Vice President of Human Resources and Talent Acquisition, Foundever) ☀ Dannah Majarocon (Managing Director, PH, Jobstreet by SEEK) Moderator: Jeremy John Pintor (Executive Director, Asian Institute of Management (AIM), School of Executive Education and Lifelong Learning)





Day 2: September 24, 2026

Time	Duration	Session
1:30PM – 1:40PM	10 mins	Day 1 Recap and Day 2 Preview
1:40PM – 2:20PM	40 mins	From Anxiety to Advantage: The Human Playbook for AI at Scale <i>As AI reshapes work across Philippine IT-BPM, the greatest obstacle to transformation may not be technology—but the fear, uncertainty and resistance surrounding it. Drawing on her research, behavioral scientist Dr. Michelle Rozen explores the human realities behind AI adoption and explains how leaders can move people from anxiety to readiness. This practical keynote offers science-backed tools for building trust, introducing change without overwhelming teams and empowering Filipino talent to participate confidently in the industry’s reinvention.</i> ☀ Dr. Michelle Rozen (Behavioral Scientist, Founder and CEO, The Dr. Rozen Institute for Enterprise Excellence)
2:20PM – 2:50PM	30 mins	The Healthcare Value Shift: From Global Delivery Leader to Transformation Partner <i>The Philippines has become one of the world's leading locations for healthcare business services, supporting complex clinical, administrative, technology-enabled, and highly regulated operations for many of the world's largest healthcare organizations.</i> <i>This Industry Deep Dive explores the next stage of that journey. As AI transforms healthcare delivery and global demand shifts toward more specialized, judgment-intensive work, how can the Philippines expand from being a trusted delivery destination into a strategic partner in healthcare transformation, innovation, and outcomes?</i> Panelists: ☀ Nicki Agcaoili (Vice President & Chief Country Executive, Caelon Global Solutions Philippines) ☀ Samarth Mathur (Managing Director & President, Optum) ☀ Saju Pillai (Senior Vice President, Sagility) ☀ Don Sausa (Country Manager, Cardinal Health International Philippines) Moderator: Bree Cerdinia (Director, Head of External Relations PH, Shearwater Health)
2:50PM – 3:10PM	20 mins	Next Gen Innovation Spotlight: Can You HackIT Season 2 Winners (Clark and Cebu) ☀ Ma. Rhodora “Ayhee” Campos (Country Head, Infosys BPM Philippines) ☀ Sanjiv Gupta (President & Country Head, IBM Philippines) ☀ Ambe Tierro (Country Managing Director, Accenture)
3:10PM – 3:25PM	15 mins	BREAK





Day 2: September 24, 2026

Time	Duration	Session
3:25PM – 3:55PM	30 mins	No Safe Harbor: Can We Ever Get Ahead of Cybercrime? <i>For Philippine IT-BPM, getting ahead of cybercrime is less about eliminating every threat than making sure incidents can be detected, referred, investigated, and pursued through a credible enforcement process. As the industry takes on more data-intensive and AI-enabled work, that capability is increasingly tied to client trust. This dialogue brings together leaders from the NBI, PNP, AFP, and DOJ to assess the progress already underway through stronger public-private coordination, what companies must do differently when incidents occur, and where further enforcement and legislative improvements are needed. The discussion will examine how clearer pathways, stronger coordination, and appropriately visible enforcement outcomes can strengthen deterrence and reinforce the Philippines as a trusted global digital services destination.</i> Panelists: ☀ Police Brigadier General Wilson C. Asueta (Director, Philippine National Police Anti-Cybercrime Group) ☀ Atty. Aris S. Manguera (Director, Department of Justice Office of Cybercrime) ☀ Atty. Melvin A. Matibag (Director, National Bureau of Investigation) Moderator: Celeste Ilagan (Chief Operating Officer, IBPAP)
3:55PM – 4:25PM	30 mins	The Workforce Imperative: AI-Enabling 2 Million Filipino Workers <i>The Philippine IT-BPM industry aims to AI-enable over two million Digital Filipino workers by 2028, creating an urgent need for deeper collaboration between industry and higher education institutions. This panel convenes university leaders to discuss how higher education institutions and industry can co-create talent development strategies, align curricula with emerging technologies, expand experiential learning opportunities, and accelerate AI readiness. The conversation will highlight practical collaboration initiatives, mutual commitments, and scalable approaches to building the country's future workforce.</i> Panelists: ☀ Juan Miguel R. Montinola (President, Far Eastern University) ☀ Dr. Manuel M. Muhi (President, Polytechnic University of the Philippines) ☀ Dr. Tirso A. Ronquillo (President, Batangas State University) ☀ Engr. Bernard Nicolas E. Villamor (President, Cebu Institute of Technology University) Moderator: Benedict Hernandez (Senior Advisor for Roadmap, IBPAP)





Day 2: September 24, 2026

Time	Duration	Session
4:25PM – 4:55PM	30 mins	Unlocking the ASEAN AI Advantage <i>ASEAN's AI opportunity will depend more on its ability to turn adoption into regional scale and economic value than on access to technology alone. As digital integration deepens, the region must determine where it can build a distinctive edge, how businesses can operate across markets with less friction, and which capabilities will remain valuable as AI becomes more widely accessible. This dialogue explores where ASEAN can create a lasting AI advantage, how the Philippine IT-BPM industry can capture higher-value opportunities within the region, and what governments, enterprises, and regional institutions must do to reduce barriers, strengthen trust, and scale AI-enabled services across ASEAN.</i> Panelists: ☀ Rosemarie Edillon (Undersecretary, Policy and Planning Group, DepDev) ☀ Princess Ascalon (IBM Philippines) ☀ Josephine Romero (Senior Advisor, ASEAN Business Advisory Council) ☀ Irish Salandanan-Almeida (Chief Privacy Officer and Vice President, Digital Policy & Governance, Globe) Moderator: ☀ Catherine Jalandoni (President, Global AI Council Philippines)
4:55PM – 5:35PM	40 mins	The Trust Layer: Where Value Moves When AI Makes Output Abundant <i>Dr. Raul Rodriguez presents a provocative new growth thesis for Philippine IT-BPM: as output becomes abundant, value moves toward verification, assurance and accountability. He explores how the Philippines can build on its experience inside global enterprises to develop AI-accountable services, move beyond traditional seat-based models and become the trusted human layer behind an increasingly automated economy.</i> ☀ Dr. Raúl V. Rodríguez (Vice President, Woxsen University - India)
5:35PM – 6:05PM	30 mins	Ready for What? <i>As AI transforms jobs, reshapes the value of human work, and shifts competitive advantage toward trust and accountability, the Philippine IT-BPM industry must decide what it intends to become next. This conversation examines the questions surrounding talent, growth, and the choices that will shape the industry's next era of competitiveness.</i>
6:05PM – 6:20PM	15 mins	Recognition of Industry Champion
6:20PM – 6:27PM	7 mins	Raffle
6:27PM – 6:52PM	25 mins	Closing Remarks ☀ Ma. Rhodora "Ayhee" Campos (Chair, IBPAP Board of Trustees & Country Head, Infosys BPM Philippines)
6:52PM – 7:12PM	20 mins	Closing Ceremony





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