

Company: Filinvest Land Inc, Mandaluyong City, Metro Manila, Philippines

Company Description: Filinvest Land, Inc. (FLI) is one of the country's leading full-range property developers. For over 50 years, the company has built a diverse project portfolio spanning the archipelago from residential, mixed-use, office buildings, and other leisure developments.

Nomination Category: Management Categories

Nomination Sub Category: Executive of the Year - Real Estate

Nomination Title: Tristan Las Marias, President and Chief Executive Officer

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:

Essay of up to 650 words

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominee's accomplishments since 1 January 2023:

Total 629 words used.

Tristaneil Las Marias, President and CEO of Filinvest Land, Inc. (FLI), has led the company through a transformative period marked by aggressive growth, diversification, and operational excellence. With over 25 years of leadership experience and a global perspective gained through Harvard Business School's Advanced Management Program, Las Marias assumed the CEO role in April 2023 and quickly expanded FLI's scope, scale, and impact.

Under his stewardship, FLI evolved from a residential developer into a full-range real estate company with a strong presence in commercial, retail, co-living, co-working, and industrial sectors. In 2024, he launched ₱27 billion worth of new residential and condominium projects—three times more than the previous year—across strategic locations nationwide. These developments, including New Leaf 2 (Cavite), Montebello Phase 3 (Laguna), and Futura Rise Phase 1A (Iloilo), reflect Las Marias' drive for nationwide expansion and inclusive urbanization.

Las Marias also strengthened the company's recurring income portfolio. He guided the office leasing business to a 3% growth in 2023 amid industry challenges by diversifying the tenant base and attracting key institutions like the National Bureau of Investigation (NBI) and Department of Trade and Industry (DTI). His approach reinforced FLI's reputation as a provider of adaptive, future-ready workspaces.

A key highlight of his leadership was the expansion of FLI's industrial segment through the groundbreaking of Filinvest Innovation Parks (FIP) in New Clark City (NCC) and Ciudad de Calamba (CDC). These economic hubs are designed for global and local enterprises, featuring modern Ready-Built Factories. Las Marias secured the parks' first locators, including St. Battalion, an electric vehicle battery manufacturer in NCC, and ALPLA Philippines, the local arm of a global leader in packaging and recycling in CDC—underscoring FLI's positioning as a partner in industrial growth and sustainability.

Financially, Las Marias delivered exceptional results. In 2024, FLI's consolidated net income attributable to the parent grew by 11% to ₱4.17 billion, and operating profit rose by 30% to ₱6.83 billion. Total revenues and other income increased by 8% year-on-year to ₱24.45 billion, with strong contributions from residential, retail, and leasing businesses. Retail leasing revenue surged by 14%, and office leasing remained resilient due to strategic tenant diversification.

Las Marias' leadership has also been widely recognized. He received the Gold Stevie Award for Executive of the Year – Real Estate (2024) after earning Silver in 2023. He also received the Outstanding Leadership Award from the Italian Chamber of Commerce in the Philippines and local honors such as the Dangal ng Lipi Award from the Bulacan provincial government and Dangal ng Baliwag Award from his hometown.

FLI, under his leadership, earned Developer of the Year at the FIABCI Philippines Property and Real Estate Excellence Awards 2024–2025 for the second consecutive year. Multiple Gold Awards followed for landmark developments across residential and industrial sectors—proof of FLI's consistent delivery of quality, innovation, and purpose-driven real estate solutions.

Governance and organizational culture have also thrived. FLI received its third consecutive Golden Arrow Award from the Institute of Corporate Directors in 2024, earning a 2-Golden Arrow rating, which speaks to Las Marias' unwavering emphasis on transparency, accountability, and ethical business practices. FLI was likewise recognized as one of the Philippines' Best Employers for 2025 by the Philippine Daily Inquirer and Statista—underscoring his commitment to inclusive leadership, employee well-being, and growth.

A strong believer in community impact, Las Marias serves as a founding board member of Damayan, a Bulacan-based NGO providing medical and funeral aid. He also led a charitable fun run that benefited multiple religious and social welfare organizations, choosing to highlight Filinvest Land as the sponsor instead of claiming personal credit.

Through his results-driven leadership, commitment to excellence, and inclusive vision, Tristan Las Marias continues to shape FLI as a future-ready, purpose-led developer and a key driver of sustainable progress in Philippine real estate.

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

Total 149 words used.

- Led Filinvest Land's diversification into co-working, co-living, industrial, retail, and commercial segments beyond residential development.
- Launched PHP 27B worth of new residential projects in 2024, 3 times more than 2023
- Spearheaded the development of Filinvest Innovation Parks in New Clark City and Ciudad de Calamba, securing major locators like St. Battalion and ALPLA Philippines.
- Achieved 11% growth in net income and 30% rise in operating profit in 2024 through a diversified portfolio strategy.
- Secured landmark government leases with the NBI and DTI, strengthening FLI's office leasing segment.
- Maintained strong recurring income, with 9% growth in leasing revenue and 14% in retail leasing. Won Executive of the Year – Gold at the 2024 Stevie Awards and multiple other leadership honors.
- Led FLI to repeat as Developer of the Year at the 2024 FIABCI Awards.
- Led FLI to being named one of Philippines' Best Employers for 2025 by Inquirer and Statista



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[Tristan Las Marias, President and Chief Executive Officer](#)

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