

Company: Globe Telecoms, Inc.

Company Description: Globe Telecom, Inc., commonly shortened as Globe, is a major provider of telecommunications services in the Philippines. The company operates one of the largest mobile, fixed-line and broadband networks in the Philippines.

Nomination Category: Event Categories

Nomination Sub Category: Brand & Experiences - Thought Leadership

Nomination Title: Globe Business Breakthrough: Forging Thought Leadership in Philippine Digital

Transformation through Industry Masterclasses, Web Series, and Product Roadshows

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 525 words? Choose one:

Essay of up to 525 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 525 words describing the event: its genesis, goals, development, and results:

Total 414 words used.

BREAKTHROUGH, Globe Business' flagship masterclass series, serves as a premier thought leadership platform designed to help Philippine enterprises navigate rapid digital transformation. Focused on key sectors—IT-BPM, Supply Chain, and Financial Services—BREAKTHROUGH delivers industry-specific insights and fosters expert-led discussions that address sector-relevant challenges and opportunities.

Genesis & Objectives: Addressing a National Imperative

The series was born out of the urgent national need for digital acceleration, underscored by a 2023 IDC study where 73% of businesses cited digital transformation as a critical priority. Globe Business conceptualized BREAKTHROUGH to help close the gap between aspiration and execution. It had two core objectives: provide practical, actionable insights to help businesses digitally evolve, and cement Globe Business' position as a trusted thought leader by offering a forum for experts to share perspectives on industry-specific transformations.

Development: Curated Expertise and Tailored Content

Each masterclass was tailored to the needs of its audience. The Supply Chain track explored Industry 4.0 challenges, featuring thought leaders like Francis Kong and Charlie Villaseñor who shared strategies on digital supply chain models. The IT-BPM track focused on talent acquisition and retention in an AI-driven workplace, while the Financial Services session tackled Open Finance with insights from academic Robbie Galang and industry veteran Anatoly "Jing" Gusto. These well-curated lineups ensured credibility and relevance, elevating Globe Business' authority in these industries.

Innovative Delivery: Enhancing Engagement and Impact

BREAKTHROUGH also stood out for its innovative formats. The Supply Chain Masterclass introduced an AI host—showcasing Globe Business' tech-forward thinking—while MSME Roadshows featured on-site Consultation Pods that gave small businesses access to free, tailored consultations. The IT-BPM track adopted a TEDx-style format to deliver concise, impactful insights. These dynamic approaches made expert content more accessible and actionable, ensuring deeper engagement and practical application.

Results: Measurable Impact and Strengthened Positioning

The series delivered strong business and brand outcomes. It achieved a 199.91% increase in sales pipeline versus target, with use cases closely aligned with the topics discussed: automation and customer engagement for Supply Chain, and secure communications and operational efficiency for IT-BPM and Financial Services. These results validated Globe Business' position as not just a solutions provider, but a strategic enabler of digital transformation.

The overwhelmingly positive feedback highlighted the value of the expert insights and interactive formats, reinforcing Globe Business' reputation as a trusted thought partner. More than a series of events, BREAKTHROUGH is a core pillar of Globe Business' commitment to national digital advancement—empowering enterprises with the knowledge, tools, and expert guidance needed to transform and thrive.

4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

PRESS RELEASES:

1. Supply Chain: <https://www.globe.com.ph/about-us/newsroom/business/supply-chain-masterclass#gref>
2. FSI:
 - [Globe Business Drives Financial Sector's Digital Transformation with The Breakthrough Web Series](#)
 - [Globe Business sets stage for Open Finance with 'Breakthrough' webinar series](#)
3. ITBPM
 - https://www.facebook.com/story.php?story_fbid=869629628539667&
 - <https://www.bworldonline.com/spotlight/2024/06/07/600363/globe-business-powers-it-bpm-growth-with-strategic-hr-solutions/>

PHOTOS:

1. Supply Chain
 - **Webinar:** <https://drive.google.com/drive/folders/1hgfNhfQD4q6B7bwksQneSJ2345loaOz?usp=sharing>
 - **MSME Roadshows:** <https://drive.google.com/drive/folders/1mSi0OrzS1-joKn1vDuFyQUzT4iPuNXwi>
2. FSI
 - [Webinar #1: Photos](#)
 - [Webinar #2: Photos](#)
3. ITBPM
 - [Copy of Copy of POST MORTEM IT BPM Masterclass](#)

Attachments/Videos/Links:

[Globe Business Breakthrough: Forging Thought Leadership in Philippine Digital Transformation through Industry Masterclasses, Web Series, and Product Roadshows](#)



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