

Application: 5038

Cathy Yang

**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

PLDT & SMART

**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

Cathy Yang

**Category**

I10. Executive of the Year - Communication Technology

**Executive Nominee Submission Format**

Written Answers

**a. Briefly describe the nominated executive's employer: the organization's history and past performance (up to 200 words). Required**

Cathy Yang was invited to join the Philippines' largest integrated telecommunications firm PLDT Group in July 2020. It was a time of COVID-19 pandemic lockdowns, and a time connectivity became paramount. Her mandate: to help usher PLDT Group's communications narrative into the digital era. Since taking on the role of Group Corporate Communications, Yang has led her team to mount a compelling change story, elevating brand love and customer loyalty through business-focused social initiatives in education, disaster resilience, livelihood, internet safety, and inclusion—leveraging on technology, empowering communities.

Thus, her first four years marked many firsts, the most defining of which is helping keep customers—especially the children and youth, safe online as predators and fraudsters proliferated. In 2023, PLDT Group has been recognized as Leader and Philippine frontrunner in the 2023 Global Child Forum business benchmark, leading the nation in propagating child rights in business. In addition, Yang led efforts during the COVID-19 lockdown years to scale up the deployment of its School-in-a-Bag (SIAB), PLDT Group's portable digital classroom, allowing remote learning in last-mile schools, in support of the Department of Education. From 2021-2024, PLDT Group garnered consecutive winning streaks in the Anvil and Quill Awards as "Company of the Year".

**b. Outline the nominated executive's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required**

Four consecutive years of "Company of the Year" at the Anvils and a back-to-back win as "Company of the Year" at the Quills reinforce PLDT Group's premiere position as a business that propagates meaningful connections through strategic social programs, serving customers and communities, elevating brand love and loyalty in the long run.

For four straight years, Yang and her team encouraged, facilitated, and initiated the creation and/or submission of social initiatives they deem worthy of recognition at the Anvils and Quills. The number of entries outside of Group Corporate Communications have since grown, encompassing People Group, Cyber Security Operations Group, Data Privacy Office, among others.

In the most recent Anvils, PLDT Group received Gold Anvils for #FarmSmart, a PR Program which demonstrated best use of partnerships to improve the lives and livelihood of farmers through innovation and collaboration; and for TNT SIM Registration, a PR campaign which exhibited effective and impactful use of social media to encourage TNT subscribers to register their SIMs. As for the most recent Quills, PLDT Group was recognized for its excellence in business communication, emphasizing its use to achieve goals and make a difference in society.

All these, despite the key challenge on the budget overrun in the past year, Yang and her team kept their focus—monitoring sentiment all throughout and coordinating closely with Legal to ensure timely disclosure of material information to the Philippine Stock Exchange, while propagating—unabated—the authentic narratives coming out of PLDT Group's social initiatives.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other executives in your industry and/or to the nominee's past performance (up to 250 words). Required**

Cathy Yang and her team at Group Corporate Communications took the lead in liaising with international partners such as UNICEF in integrating child rights into the business. Since then, the conversations and strategic communications have since broadened to include Internet Watch Foundation, International Justice Mission and Global Child Forum.

Furthermore, in December 2022, Cathy's invitation by the King and Queen of Sweden to represent PLDT Group and the Philippines in the Global Child Forum in Stockholm has become a testament to the positive influence PLDT Group is wielding through strategic communications on child protection. Among global child rights advocates, Yang is the only Philippine and Southeast Asian representative chosen to share PLDT Group's best practices on child protection initiatives.

A year later, in 2023, PLDT has been recognized as a Leader in the Global Child Forum's (GCF) latest global children's rights and business benchmark, a global assessment and report on the state of children's rights across 1,108 companies, in eight sectors and six regions. Conducted by the GCF in collaboration with the Boston Consulting Group, the report assessed the degree to which children's rights have been addressed and integrated in a meaningful way by a company.

The application of a child rights lens into policies from inside PLDT Group and outwards to the communities it operates has helped become the bedrock of Yang and her team's strategic communications, in a whole-of-nation approach to solving online sexual abuse and exploitation of children.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

As the sole Philippine representative in the Global Child Forum (GCF) in Stockholm, Sweden last December 1, 2022, Yang was invited to take part in GCF's testimonial video, which was later on posted on YT and other social media platforms. Helping amplify an advocacy she takes on as both corporate leader and mother of two, Yang has repurposed the material and posted on her own social media pages.

As the Philippines was still undergoing varying levels of COVID-19 lockdown restrictions, "Realizations" gave people hope and a sense of continuity, enabled by PLDT's fiber and Smart's wireless connectivity—along with the digital products and services that came along with them, keeping customers safe while connected, as well as productive and hopeful.

safe spaces online video

During the COVID-19 lockdown years, Yang helped bring the narratives depicted in "Realizations" closer to the viewers, magnifying how PLDT Group's products and services are changing the way people work and play, do business, study and worship. The record views resonated not only with the Philippine audience, as "Realizations" clinched a Gold Stevie® for Innovation in Public Relations Videos at the 2021 Asia-Pacific Stevie Awards. PLDT Group was recognized for "showing how the Group's world-class connectivity solutions kept Filipinos #ConnectedByHope".

**Webpage Link**

<https://www.youtube.com/playlist?list=PL4QJ4-shKND3Qdblk-eSBWN4e5kK88WY4> (<https://www.youtube.com/playlist?list=PL4QJ4-shKND3Qdblk-eSBWN4e5kK88WY4>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://www.tiktok.com/@cathyapyang/video/7232845694535585030> (<https://www.tiktok.com/@cathyapyang/video/7232845694535585030>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://youtu.be/QWMnuNp3Wxg> (<https://youtu.be/QWMnuNp3Wxg>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://philstarlife.com/news-and-views/767178-customers-center-business> (<https://philstarlife.com/news-and-views/767178-customers-center-business>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 5**

<http://facebook.com/pldtsmartcommunities> (<http://facebook.com/pldtsmartcommunities>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 6**

<https://businessmirror.com.ph/2024/03/08/celebrating-women-at-the-helm/> (<https://businessmirror.com.ph/2024/03/08/celebrating-women-at-the-helm/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 7**

<https://main.pldt.com/newsroom> (<https://main.pldt.com/newsroom>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 8**

<https://www.youtube.com/watch?v=iLCC5uwrVAA> (<https://www.youtube.com/watch?v=iLCC5uwrVAA>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 9**

<https://www.philstar.com/entertainment/2021/03/10/2083115/cathy-yang-television-telecommunications> (<https://www.philstar.com/entertainment/2021/03/10/2083115/cathy-yang-television-telecommunications>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 10**

<https://smart.com.ph/newsroom> (<https://smart.com.ph/newsroom>)

**Supporting Document**

Download File (<https://stevies-tech.secure-platform.com/file/67831/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzgzMSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9UC93r9tmvVcI5UsapVXw?Child%20protection%20initiatives%20from%202020%20to%202023.docx>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-tech.secure-platform.com/file/67833/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzgzMywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9zZMt14a1J--L6i1G1pSrt8yw?Cathy%20Yang%20for%20Executive%20Leader%20in%20Communications%20Technology%20Category%20by%20Stevies.docx>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File ([https://stevies-tech.secure-platform.com/file/67834/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzgzNCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9ZsKg1XuqGHW\\_SNCAi0?Cathy%20Yang%20as%20media%20personality%20Best%20Talk%20Show%20Host%20at%202023%20Asian%20TV%20Awards.mp4](https://stevies-tech.secure-platform.com/file/67834/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzgzNCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9ZsKg1XuqGHW_SNCAi0?Cathy%20Yang%20as%20media%20personality%20Best%20Talk%20Show%20Host%20at%202023%20Asian%20TV%20Awards.mp4))

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 4**

Download File (<https://stevies-tech.secure-platform.com/file/67835/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzgzNSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9Cathy%20Yang%20as%20Chairperson%20of%20the%20Public%20Relations%20Congress%20of%20the%20Philippines%20mounting%20the%20first%20ever%20hybrid%20event%20in%20PRSP%20history%20in%20September%202022%20during%20COVID%20lockdown%20years.pdf>)

**Would you like to add an additional supporting document?**

No

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