

Josemar Barreto Climaco, Direktur

Warga negara Filipina, berusia 46 tahun, Bapak Josemar B. Climaco adalah lulusan dari Universitas Filipina dengan gelar Sarjana Manajemen Bisnis. Beliau kemudian memperoleh gelar Magister Administrasi Bisnis dari universitas yang sama.

Bapak Climaco memiliki lebih dari dua dekade pengalaman pemasaran bir di San Miguel Brewery Inc. Beliau adalah *Assistant Vice President* di Departemen Pemasaran, mengawasi merek-merek seperti San Miguel Beer, Red Horse Beer, dan Minuman Non-Alkohol. Beliau memimpin tim profesional pemasaran sekaligus memelopori tim Pengembangan Produk Baru, yang bertanggung jawab atas inovasi produk seperti San Mig Free (Minuman non fermentasi, bebas alkohol), dan San Mig Cola. Beliau memulai karirnya sebagai Brand Assistant pada tahun 2002 dan promosi dengan memperoleh pengalaman dalam *mining consumer insights, brand strategy, marketing communications plans, market activations*, dan aspek lain dari pemasaran bir.

Pada Januari 2024, beliau diangkat menjadi Manajer Pemasaran di PT Delta Djakarta Tbk.

Josemar Barreto Climaco, Director

A Filipino citizen, 46 years old, Mr. Josemar B. Climaco graduated from the University of the Philippines with a Bachelor's Degree in Business Management degree. He later obtained his Master's Degree in Business Administration from the same university.

Mr. Climaco has more than two decades of beer marketing experience with San Miguel Brewery Inc. He was the Assistant Vice President in the Marketing Department, overseeing brands like San Miguel Beer, Red Horse Beer and Non-Alcoholic Beverages. He led a team of marketing professionals while simultaneously spearheading the New Product Development Team, responsible for product innovations such as San Mig Free (an alcohol free, non-fermented beverage), and San Mig Cola. He started his career as a Brand Assistant in 2002 and rose through the ranks gaining experience in mining consumer insights, brand strategy, marketing communications plans, market activations, and other facets of beer marketing.

In January 2024, he was appointed Marketing Manager at PT Delta Djakarta Tbk.