

## **ABOUT VILMA Q. FLORES**

Pag-IBIG Fund, Luzon Operations Group  
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Profession: lawyer  
Civil Status: married  
Husband : Silesio V. Flores, Jr.  
Children: Faye, Keith, Liv

Vilma, a multi-faceted citizen of the world, continues to optimize the talents given her. A lawyer by educational training, she has been in the Housing Industry for twenty two (22) years. She started with Pag-IBIG Fund as a Trial Attorney, rising from the ranks to become the Assistant General Counsel seven (7) years later.

Almost a decade ago, Vilma changed venue from the legal arena to the milieu of corporate operations. Since then up to the present, she has served the Pag-IBIG Fund members in her capacity as the Vice-President for Luzon Operations Group, covering the northern regions of the Philippines. To keep her up-to-date on housing developments, Vilma has attended study programs and conferences on the matter, the latest of which was the Wharton International Housing Finance Program, “Improving Housing Finance Systems in Emerging and Advanced Economies”, in June 2002.

Her legal education being one of Vilma’s strengths as a player in the Housing Industry, she stays abreast on the latest progress in law. She participated in the biennial Conference on the Law of the World in August 1995 in Montreal, Canada.

On the local front, Vilma constantly meets with her lawyer-classmates and friends from the Ateneo de Manila University, where she graduated salutatorian in 1979.

Vilma never stops learning, be the lessons academic or otherwise. She earned her Bachelor of Science in Business Administration from the University of the Philippines prior to her attending Law School. She then completed the academic units for the Master in Business & Public Administration program at the De La Salle University. In 1990, she earned a Certificate of General Management for State Enterprises from the Netherlands International Institute for Management (now Maastricht School of Management). Five (5) years later, Vilma finished her Master in Public Management at the Development Academy of the Philippines. She has also earned a Certificate for Special Course for Functional Iridologist from the Iridology Foundation of the Philippines.

Amidst this quest for knowledge, Vilma has developed a passion for gender issues. She applied her learnings from the Women’s Conferences in Beijing, China in 1995 and in New York, U.S.A. in 2000 to the Pag-IBIG Fund microcosm. An active gender advocate, Vilma has chaired the Pag-IBIG Fund Focal Point for Gender, facilitating the gender workshops for all Pag-IBIG Fund employees.

On her relaxed times, she enjoys the culinary creations of her husband, Ely, and son, Keith; keeps watch on the international activities of her younger daughter, Liv; and dotingly lavishes her love on Luce Domini, her granddaughter by older daughter, Faye.