



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Executive Assistant Development Program

Step into a more strategic role and become an indispensable partner in driving executive and organizational success.



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## Executive Assistant Development Program

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### PROGRAM OVERVIEW

In today's fast-paced and unpredictable business environment, the success of any organization depends heavily on how well executives manage daily operations and execute strategy. But behind every high-performing executive is a strategic, agile, and empowered Executive Assistant (EA) or Department Secretary who helps make it all happen.

This program is designed to elevate the role of EAs from support staff to strategic partners. Participants will learn how to streamline processes, manage key priorities, and eliminate operational inefficiencies that hinder productivity. From managing complex schedules and department budgets to leading projects and driving interdepartmental collaboration, EAs will gain the tools to boost their executives' performance—and their own professional growth.

Top-performing EAs don't just manage tasks; they create systems, build connections, and bring structure to the chaos. They are trusted advisors, productivity champions, and often the keepers of organizational memory. This program helps them step confidently into that role.

### PROGRAM OBJECTIVES

At the end of the program, participants will be able to:

1. Establish an appreciation for a topnotch Executive Assistant's different roles in process improvement, team communication and engagement, project management, and customer service.
2. Gain knowledge and understanding of various concepts and frameworks necessary to think critically, communicate effectively and manage work priorities efficiently.
3. Learn best practices in addressing everyday challenges and hurdles from co-participants in the same role.

### PROGRAM SCHEDULE

#### LIVE ONLINE

August 27, 29, 2025  
September 1, 3, 5, 8, 10, 12, 2025  
(1:30 PM to 5:00 PM)  
(GMT+01) On all dates

#### FACE-TO-FACE | ON CAMPUS

September 15, 2025  
(8:30 AM to 5:00 PM)

#### PROGRAM FEE

PHP 45,000 or USD 810\*

\*The prevailing exchange rate at the date of payment may apply.

**Alumni Status will be granted  
Upon completion of the program**

### YOUR PROGRAM FACULTY



**Maria Angelica B. Lleander**  
Adjunct Faculty

Asian Institute of Management

To find out how you can participate,  
contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or  
visit <https://go.aim.edu/seellinquiries>



#### FOR INQUIRIES:

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#### **KEY BENEFITS**

- Engage in real-time, experiential online sessions led by world-class faculty, seasoned industry leaders, and expert practitioners.
- Strengthen your ability to lead and manage with confidence through practical tools, frameworks, and strategies designed for high-performing professionals.

#### **WHO SHOULD ATTEND**

This program is ideal for executive assistants, administrative assistants, department secretaries, and professionals aspiring to take on advanced administrative roles. It is especially valuable for those looking to enhance their critical thinking, communication, organizational, and project management skills—while building leadership capabilities for career advancement within their organizations.



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## Learning Content

The 10 half-day program will cover the following topics:



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## Your Program Faculty



**Maria Angelica B. Lleander**

Adjunct Faculty

Asian Institute of Management

Ma. Angelica B. Lleander (Marian) is a leadership and team coach with a Professional Certified Coach credential from the International Coach Federation (ICF). She obtained her coaching training and certification from the Hudson Institute of Coaching (Santa Barbara, California) in 2012. She has been in the field of human resources development for more than 30 years, heading the country Human Resources functions of global companies such as Pfizer. She has a Master of Arts in Psychology degree from the Catholic University of America, a Master in Business Administration degree, and a Bachelor of Science degree in Psychology from the University of the Philippines.



**Alberto G. Mateo, Jr.**

Clinical Professor

Head, School of Executive Education and Lifelong Learning

Asian Institute of Management

Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions. He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



**Czarina Teves**

Adjunct Faculty

Asian Institute of Management

Coach Ina Teves is an OD consultant, executive and team coach, and facilitator. Over the last 28 years, she has led consulting teams in the public and private sectors to help organizations identify, develop, and align organizational strategy, culture, leadership, and teams. She is a resource person on leading change, leading teams, systems thinking, coaching, assertive communication, and EQ. She is a certified Marshall Goldsmith Stakeholder Centered Coach, a Certified Action Learning Coach (World Institute for Action Learning), and a Certified Jungian Coach. On other days she is a long-distance runner, paracord bracelet weaver, and ICF Philippines Board Member.

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**Maria Eulalia M. Herrera**

Adjunct Faculty  
Asian Institute of Management

Maria Eulalia M. Herrera is an Adjunct Faculty at the Institute. She holds a Master of Arts in Learning Disabilities from Northwestern University, USA. She also has a Bachelor of Arts in Behavioral Science from De La Salle University Philippines. Her expertise lies in Human Capital Management. She was previously the Human Resources Manager at San Miguel Corporation and was formerly the Senior Vice President for Human Resources at Citigroup.

**Edgar D. Flores**

Adjunct Faculty  
Asian Institute of Management

Ed Flores is a project manager, coach, consultant, trainer, leader and mentor of continuous improvement for many years in multi-national companies like in Mitsumi, Essilor, Pfizer and Shell with project experiences across various industries and functions like in manufacturing, BPO, pharmaceutical, finance, sales, marketing, operations, logistics, HR, IT and procurement.

A practicing Master Black Belt, Ed is instrumental in the deployment of continuous improvement program in ESSILOR-OPTODEV manufacturing plants, in Pfizer in all its commercial operations offices located in 13 countries of Asia, and in Shell in its finance operations also in Asia region. Apart from being an adjunct professor at AIM, Ed is also a Lean Trainer at the Philippine Institute of Supply Management, and the Founder Managing Consultant of INNOSIGMA Consulting. He is also an external consultant in Lean Six Sigma at the British Standard Institute.

**Ramon Carlos C. Castro**

Adjunct Faculty  
Asian Institute of Management

Mondo Castro has 27 years of experience in Media, Training, Corporate Management, Human Resources and Organizational Development. He was also the Global Director of Training for a Canadian company called Sales for Life and now has the same function for another Canadian company called TeamRevenue.

He trains people all over the world from companies like Microsoft, Thermo Fisher, Thomson Reuters, SOLIDWORKS, Refinitiv, UserZoom, TrackTik, Hu-Friedy, Cantel Celestica, and Intel France. He was adjudged 2017's "Highest Rated Speaker" for in-House training and "Second Highest Rated Speaker" for public workshops & seminars by Salt & Light Ventures.

He has Masters in Business Administration degrees from the Ateneo Graduate School of Business & the Regis University in Colorado.

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## Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants **Two (2) units** which can be credited to the following:

- Postgraduate Certificate in Leadership and Management

Participants will also earn **one (2) units** which can be credited to the **Postgraduate Diploma in Management**.

*\*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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