



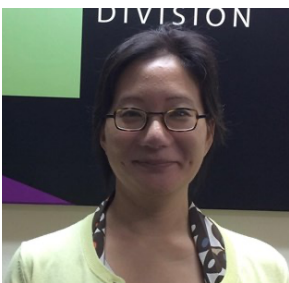
## Introduction to Marketplace and What to Expect



### **Daniel Longhurst**

Regional Social Protection and Cash-Based Transfers Advise  
World Food Programme (WFP)

Daniel Longhurst is WFP's social protection and cash adviser for Asia Pacific. He has over a decade of operational and analytical experience with WFP and other UN agencies, academia, think tanks and development organizations in social protection, resilience, DRM and climate adaptation. He has previously worked on similar issues with the likes of German Development Cooperation, FCDO, FAO, UNICEF, Humanitarian Outcomes, and the Institute of Development Studies. His research focuses on shock-responsive and adaptive social protection, disaster risk financing, social protection and migration, and the use of cash in nexus contexts.



### **Sayuri Cocco Okada**

Social Affairs Officer  
United Nations Economic and Social Commission for Asia and  
the Pacific (UN ESCAP)

Sayuri Cocco Okada is UN ESCAP Focal Point on Social Protection. She oversees the implementation of the Action Plan to Strengthen Regional Cooperation on Social Protection in Asia and the Pacific. She did a stocktaking of social protection systems in Cambodia, Georgia, Maldives, Mongolia, the Philippines and Türkiye, and developed the Social Protection Online Toolbox (SPOT), including SPOT Simulator, online e-learning modules and knowledge products on social protection. She also managed capacity development projects and intergovernmental processes on gender, population and development in UNESCAP and Economic and Social Commission for Western Asia.

**Selsah Pasali**

Social Affairs Officer

United Nations Economic and Social Commission for Asia and the Pacific (UN ESCAP)

Prior to UN ESCAP, Selsah Pasali worked as an economist at the United Nations Conference on Trade and Development (UNCTAD) specializing on formulation, implementation, monitoring and evaluation of entrepreneurship policies in developing countries and capacity-building for entrepreneurs from vulnerable groups especially migrants and refugees. Further, he worked at the UN regional commissions including UNESCAP and UNECA with a specialization on economic empowerment of women and women's entrepreneurship in Africa and Asia and the Pacific. He holds a PhD in Development Economics from the Graduate Institute of International and Development Studies in Geneva.

**Saurav Bhattarai**

Advisor, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

Saurav Bhattarai is an adviser at GIZ's Global Alliances for Social Protection where he leads the team working on openIMIS - an interoperable Digital Public Good to manage a variety of social protection and health financing schemes.

**Anita Mittal**

Lead Digital Convergence Initiative, Senior Advisor, Digital Convergence Initiative (DCI)  
GIZ

Anita Mittal leads the Digital Convergence Initiative which strives to build global consensus for interoperable and integrated social protection information systems. She has extensive experience in design and implementation of identification systems for World Bank and e-Governance projects in India. She was involved in the publication of several open standards and interoperability framework while leading the national e-governance standards project for the government of India. She is a certified Project Management Professional with a bachelors and master's degree in Computer Science and Engineering.

**Markus Ruck**

Social Protection Specialist, Regional Office for Asia and the Pacific, International Labour Organization (ILO)

Before joining the ILO Decent Work Technical Support Team for East and South-East Asia and the Pacific, based in Bangkok, as Specialist on Social Protection in April 2018, Markus Ruck served for nearly nine years as Social Security Specialist at the ILO Decent Work Technical Support Team for South Asia based in New Delhi. Prior to his assignment in New Delhi, he worked for nearly six years as Social Security Specialist at the ILO Sub-regional Office for Southern Africa in Harare, Zimbabwe. Prior to his assignment in Harare, he worked for eight years at the ILO Sub-Regional Office for Central and Eastern Europe in Budapest, Hungary, as Social Security Specialist. Before joining the ILO Office in Budapest, he worked at the German Federal Ministry of Labour and Social Affairs as Social Security Specialist.

Mr. Ruck holds a Master's Degree in Socio-economics from the Friedrich-Alexander University, Erlangen- Nuremberg, Germany.

**Mariana Balboni**

Senior Project Officer and Coordinator of the socialprotection.org platform, United Nations Development Programme (UNDP)

In the past 25 years, Mariana Balboni worked on development initiatives, managing projects related to social protection, knowledge sharing, capacity building, and ICT4D (Information and Communication Technologies for Development). She is currently the coordinator of the socialprotection.org project at UNDP Brazil, a platform that supports a global community of social protection practitioners through various digital features and services. From 2009 to 2012, Mariana coordinated the activities of the Observatory for the Information Society in Latin America and the Caribbean, focusing on the social and economic impact of ICT4D. In 2005, she created the Center of Studies on Information and Communication Technologies of the Brazilian Internet Steering Committee, which became a reference in producing indicators and studies on internet use in Brazil. She has also worked as a journalist, specializing in technology, telecommunications, and ICT.

Mariana holds a PhD in Sciences of Communications from the University of São Paulo, an M.Sc. in Sciences of Communications from the University of Montréal, and a B.A. in Communications (Journalism) from the University of São Paulo.



**Antonia Protacio**

Social Insurance Officer II  
Philhealth



**Glennald Porillo**

Information Officer III  
Department of Social Welfare and Development (DSWD)

Success is not final, failure is not fatal: it is the courage to continue that counts.' — Winston Churchill.

As he accounts this mantra in life, Mr. Glenn Porillo, an Information Officer from the Pantawid Pamilyang Pilipino Program of the Department of Social Welfare and Development serves as an instrument of developmental transformation through the Program exquisite's promotion and advocacy to help and reach every beneficiary towards an improved and develop well-being.

He draws himself as a catalyst of change and success as he supports the mission, vision, and goals of the Program through effective and efficient promotion of developmental goals and services to every beneficiaries'.



**Andrea Rossi**

East Asia and Pacific Social Policy and Economic Analysis  
Regional Adviser, United Nations International Children's  
Emergency Fund (UNICEF)

Andrea Rossi leads the UNICEF regional work on Social Protection, as well as on Public Finance and Child Poverty Research. He is an economist with a particular focus on development and applied research. He is the former Director of the Harvard Measurement and Human Rights Programme at the Harvard Kennedy School of Government.

**Aura Sevilla**

Southeast Asia and Older Workers Focal Person

Women In Informal Employment: Globalizing and Organizing (WIEGO)

Aura Sevilla is the Focal Person in Southeast Asia and Older Workers of Women in Informal Employment: Globalizing and Organizing (WIEGO) working on improving aging and social protection policies, gathering evidence, providing technical advice to the government, networking, and building the capacity of older people and workers in the informal economy to affect institutional change both at the national and regional levels. She specializes in gender-responsive and life-course approaches to social protection, and the intersection of gender, ageing, and informal employment. She holds a master's degree in Community Development from the University of the Philippines.

**Ruth Rodriguez**

Senior Social Protection Specialist  
The World Bank

**Ruth Rodriguez** is a Senior Social Protection Specialist of the World Bank based in Manila. She is primarily tasked to advise governments in the design and implementation of development projects and analytical work on social assistance, skills development, and jobs agenda in the Philippines. She has been working with the Department of Social Welfare and Development to carry out the Beneficiary FIRST Social Protection project which gives cash grants to poor beneficiaries through the Pantawid Pamilyang Pilipino Program (4Ps) and promotes institutional digital transformation. She also provides cross-support to Papua New Guinea on child nutrition and social protection investment projects.

**Beatriz Siongco**

Communications and Donor Relations Officer  
International Federation of Red Cross (IFRC)

Beatriz "Bey" Siongco is a Communications and Donor Relations Officer at IFRC, providing local and international modern media marketing strategies as well as partnership opportunities for its organization.

With her communications degree and specialty in advertising, Bey has worked with ABS-CBN, CNN, Meta, and a variety of brands/companies like Nike, Panasonic, Vivo, Oishi, and Shopee. During her time with the Philippine Red Cross, she was in charge of multi-media marketing and influencer relations, leading her to work for the IFRC Country Delegation.

**Rhea Duncil**

Senior Communications Assistant

Department of Communications and Knowledge Management  
(DOCK), ADB

Rhea Duncil has over 10 years of work experience with the Asian Development Bank. Currently, she is with the Publishing—Dissemination Group, Knowledge Support Division of the Department of Communications and Knowledge Management. One of her main functions, among others, is to promote ADB publications through the ADB Knowledge Booth that maintains presence in key ADB Headquarters events. Prior to ADB, Rhea worked for KPMG, a “big four” audit firm in the country, primarily handling communications and marketing. Her area of expertise includes publications marketing and dissemination, corporate branding and communications, and training and development.