

**Short bio-data of the Nominee (max 500 words):**



My name is Jose Mari Rubi-Cruz. I am particularly interested in developing enterprise-wide content strategy and delivery of multilingual information products. My career has been dedicated on implementing effective user experiences, solving challenging problems, and leading high performance teams. I help improve the usability of software applications by developing learning materials and designing user experiences that are easy to use and understand regardless of language.

My body of work has been used in different industries such as banking, telecommunications, industrial automation, education, and consumer electronics. I have performed roles as Business Analyst, Technical Writer, and Art Director in a wide variety of authoring, interface design, content quality assurance, translation management, and change management activities.

I am currently the Technical Publication Group Leader at Yokogawa Electric International. My main responsibility is to ensure projects under me deliver expected results. We produce product documentation for mission critical systems used in controlling processes in oil refineries, power generation, and chemical plants. Project teams under me span across India, Japan, and Singapore.

I have a Bachelor of Science in Business from De La Salle University Dasmarias in the Philippines and a Master of Science in Knowledge Management from Nanyang Technological University in Singapore. My other interests include reading, public speaking, and dragon boat paddling.

Me and my wife are proud parents of Maria Ysabella.

**Short description of how nominee intend to contribute to the chapter (max 500 words):**

I am a firm believer in lifelong learning and I fuel this passion by taking academic trainings and engaging in volunteer activities. For me, academic theories and frameworks are empirical lessons from successes and failures of the past. We can use this knowledge to create a model of success without reinventing the wheel. Engaging in a volunteer activity, on the other hand, is an opportunity to serve, learn, and put theories into application. Volunteer opportunities are a testament to the value of internal motivation and teamwork minus the monetary rewards.

For the Singapore Chapter of PMI, I can contribute my communication and leadership skills to help the organization attain its objectives. I do not have a fixed platform similar from a traditional politician. What I can vouch for is my volunteer performance as credential on how I would perform.

My recent volunteer efforts involve the Singapore 2010 Youth Olympic Games and Toastmasters International. For the Singapore 2010 Youth Olympic Games, I was a Knowledge Management Assistant. My role is to create and report daily During Action Reviews (DAR). A DAR is a tool that documents problems encountered by the different operation teams in the venue where I was assigned. I was assigned at Marina Bay Sands which serve as the media center for Olympic journalists. DARs were useful to mitigate problems from reoccurring. This activity is an example of how simple tools can be used to document lessons learned even for an event of this magnitude. My stint was brief but I was happy to have rendered my support to the successful completion of this event which was the first in the world. Just being part of this event is already a reward for me.

For Toastmasters International, I have performed several leadership roles since I became a member in 2007. TI is an organization dedicated to cultivate the communications and leadership skills of its members. My recent role as Area Governor required me to organize leadership workshops and public speaking contests. I have also been given the responsibility to lead clubs to obtain the Distinguished Club status. Prior to my role as Area Governor, I was Club President. Together with my team, we were able to reach the Presidents Distinguished Club status.

I have always been involved in volunteer activities since I was a student. But whether it be volunteer or actual work, I believe that we can only be measured based on the results that we deliver and not our promises. It would be a great privilege if I be given the chance to deliver results as a Board Member of SPMI. I hope you can lend me your support to realize this goal.