

Republic of the Philippines
Congress of the Philippines
House of Representatives
Metro Manila
Eighteenth Congress
Third Regular Session

Begun and held in Metro Manila, on Monday, the twenty-sixth day of July, two thousand twenty-one.

RESOLUTION NO. 278

RESOLUTION EXPRESSING THE PROFOUND CONDOLENCES
OF THE HOUSE OF REPRESENTATIVES ON THE
PASSING OF MS. VENUS REYES-NAVALTA

WHEREAS, Ms. Venus Reyes-Navalta passed away on July 31, 2021;

WHEREAS, Ms. Venus Reyes-Navalta was born on June 30, 1957 in Baguio City. She was the middle child among nine siblings;

WHEREAS, Ms. Venus Reyes-Navalta graduated with a degree in Broadcast Communication from the University of the Philippines (UP) and was honored as one of its most outstanding alumni during UP's centennial celebration in 2008;

WHEREAS, Ms. Venus Reyes-Navalta spent 18 years, from 1992 to 2009, in McCann World Group as EVP and Country Head for Universal McCann. During her tenure and under her leadership, Universal McCann maintained its leadership and grew consistently, year after year, winning numerous international and local awards including a Cannes Media Lion in 2009, a gold in the 2007 Asia Marketing Effectiveness Award and a five-time winner of the 4A's Media Agency of the Year Award;

WHEREAS, fulfilling her dream of an early retirement, Ms. Venus Reyes-Navalta left Universal McCann in September 2009 to pursue her passion in travelling and social entrepreneurship, and subsequently joined Zenith Optimedia, Philippines, as Chairman, where she propelled the agency to win three "Media Agency of the Year" awards in her three years from 2010 to 2014;

WHEREAS, Ms. Venus Reyes-Navalta was past President of the 4A's, Adboard Director and Committee Chair in several Advertising Congresses;

WHEREAS, in 2015 and at the age of 56, Ms. Venus Reyes-Navalta founded and served as Chief Executive Officer of the global company, IPG Mediabrand Philippines, subsequently growing it to 150 talents and four agency brands namely: UM, Initiative, Reprise and Matterkind;

WHEREAS, a fierce proponent of her people, their happiness and development, Ms. Venus Reyes-Navalta nurtured a unique, diverse, caring and inclusive culture within the Mediabrands Philippines network. Her teams and colleagues affectionately referred to her as 'Mother Venus';

WHEREAS, as an active advocate of the arts, environment, and rice sufficiency, Ms. Venus Reyes-Navalta shared her time, skills, and resources to giving back to her community as a *pro bono* consultant to the Renucci Rice Partnership, a Board Director to both the Baguio Arts and Crafts Collective and the iDance Foundation, as well as a regular mentor and speaker for the Ignite Founders;

WHEREAS, apart from her work as a leader of several agencies, Ms. Venus Reyes-Navalta also had advocacies that she championed. Among these was transforming a garbage dump in front of their home in Baguio City into what is now known as Venus Garden which houses 20-foot-tall pine trees and an Ifugao house, giving the semblance of a mini-forest or a small park in the middle of a small village: Now, therefore, be it

Resolved by the House of Representatives, To express its profound sympathy and sincere condolences to the family of Ms. Venus Reyes-Navalta, who was a highly respected media industry leader, working with the world's biggest communications companies. She was an icon, an exemplary leader, a beacon of the media industry, a gracious woman, and a role model for aspiring women leaders in the corporate world.


Resolved, further, That a copy of this Resolution be furnished the bereaved family.

Adopted,



LORD ALLAN JAY Q. VELASCO
Speaker

This Resolution was adopted by the House of Representatives on February 2, 2022.



MARK LLANDRO "DONG" L. MENDOZA
Secretary General