

Francisco N. De Los Reyes

Assistant Professor, UP School of Statistics

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Education

- Doctor of Philosophy (Statistics), University of the Philippines Diliman, (in progress)
- Master of Science (Statistics), University of the Philippines Diliman (1993)
- Bachelor of Science (Statistics), University of the Philippines Diliman (1990)
- High School Diploma, Cainta Catholic School, Cainta Rizal (1986)
- Elementary Education, De Castro Elementary School, Pasig Metro Manila (1982)

Membership in Organizations

- Member, International Association of Survey Statisticians, since 1999
- Member, International Association for Statistics Education, since 1998
- Member, Philippine Statistical Association, since 1990
- Member, Pharmaceutical Market Research Association of the Philippines, since 2007
- Member, Board of Directors, U.P. Statistical Center Research Foundation 2007
- Member, Board of Directors, U.P. School of Statistics Alumni Association 2006 to date
- Treasurer, Philippine Statistical Association for 1999 & 2000
- Board Member, Philippine Statistical Association (PSA) 1995, 1997
- Chair, Committee on Conference, PSA (1997, 1999)
- Co-Chair, Committee on Conference, PSA (1995, 1998, 2000)
- Member, U.P. Statistical Center Foundation
- Member, Operations Research Society of the Philippines
- Honorary Member and Former Secretary, U.P. Statistical Society

Academic Honors Received

- Graduate School: College and University Scholar (honorific title)
- College: Honorable Mention, University, College and Entrance Scholar
- High School: Third Honorable Mention, Citation for Science, Mathematics and General Knowledge, Full Scholar (First to Fourth Year), Philippine Math Olympiad Provincial Champion (1985)

Awards

- Rosario Chew Professorial Chair for Market Research
- Pi Gamma Mu International Honor Society
- Phi Kappa Phi International Honor Society

Employment Record

June 1990 to Present

Employer: University of the Philippines System

Position Held and Description of Duties

- Assistant Professor 7, University of the Philippines, 1 July 2005 to date
- Assistant Professor 6, University of the Philippines, 1 July 2000 to 30 June 2005
- Director for Extension Services, 1 June 2003 to date
- Acting Dean, U.P. School of Statistics, April to June 1999
- College Secretary, School of Statistics, June 1993 to May 2000
- Member, Second Division Administrative Disciplinary Tribunal (ADT), June 1999 to date
- Member, UP Diliman Committee on Scholarship and Financial Assistance (DCSFA), June 1998 to date
- Regional Examiner for the UP College Admission Test (UPCAT), 1993 to date
- Assistant Professor 3, University of the Philippines, 1 January 1997 to 30 June 2000
- Assistant Professor 2, University of the Philippines, 16 October 1995 to 31 December 1994
- Assistant Professor 1, University of the Philippines, 1 January 1995 to 15 October 1995
- Instructor 5, University of the Philippines, 1 January 1993 to 31 December 1994
- Instructor 2, University of the Philippines, 1 June 1990 to 31 May 1993
- Member, Administrative Personnel Committee, June 91- March 93, Aug 1999- July 2001
- Adviser, U.P. Statistical Society for Academic year 1991-1992
- As Acting Dean, tasked to manage the overall activity of the college
- As college secretary, tasked to implement university and college policies regarding student admission, retention and scholastic delinquency.

- As a member of the Administrative Disciplinary Tribunal (ADT), tasked to hear cases on misconduct and other offences against the interests of the university with power to recommend to the Chancel or appropriate punishment or acquittal
- As a member of U.P. Diliman Committee on Scholarship and Financial Assistance (DCSFA), tasked to appeals on cases involving suspension, withdrawal and reinstatement of scholarship privileges
- As a member of teaching staff in bachelor and masteral statistics program, tasked to teach the following subjects: Multivariate Analysis, Experimental Designs, Elementary Statistics, Descriptive Methods, Probability Theory, Statistical Inference, Nonparametric Statistics, Exploratory Data Analysis, Statistical Computing, Spatial Data Analysis for Geographic Information (GIS) and Digital Image Analysis for Remote Sensing; and as a training instructor in seminars and workshops conducted by the U.P. Statistical Center Research Foundation.
- As graduate faculty, tasked as adviser and panel member for masteral theses
- As member of the college administrative personnel committee, tasked to evaluate and deliberate on matters regarding acceptance, appointment, retention, and promotion of teaching staff and to recommend disciplinary action or award citations of merit to faculty concerned
- As a regular faculty member, be involved in various university ad hoc committees. Some completed assignments are: (i) Review of the U.P. Diliman Grading System, (ii) Impact Evaluation of UP HRDO Training Programs, and (iii) Review of the Varsity Athletes Admission System
- As adviser of academic organizations, act as conduit to the Office of the Students Affairs regarding matters on organizational activities requiring administrative clearance or action

Involvements

As Author

Significant Papers, Talks and Publication

Published

- Philippines Sports Talent Identification Program (PSTIP) Testing Mammal. With the Philippine Sports Commission Technical Staff in cooperation with the Department of Education, November 2003, Manila

- Temporal Variation in the Biomass, Quantity and Quality of Agar from *Gelidiella acerosa* (Forsskal) Feldman et Hamel (Rhodophyta: Gelidiales) from Cape Bolinao, NW Philippines With M.Y. Roleda, E.T. Ganzon-Fortez, and N.E. Montano. *Botanic Marina*, Vol. 40, 1997. Berlin Germany

Unpublished

- Creating Business Impact with Analytics, Microsoft CIO Summit, Cebu City, 24 Oct 2014
- Role of Segmentation in Loyalty Conference, Alabang, 23 Sept 2014
- Paired Comparison of Hemoglobin Measurement from Invasive and Non-invasive Method: Meta- Analysis of Six Published Studies, UP School of Statistics, 2014
- A Peer-Motivated Undergraduate Course Design in Survey Operations: Lessons from the Philippines. Accepted contributed paper to the 9th International Conference on Teaching Statistics (ICOTS9) scheduled in July 2014, Arizona USA
- Exploratory Spatial Data Analysis of Population Growth Rates in Selected Areas in Mindanao Proceedings of the 12th National Convention on Statistics, Mandaluyong City, Oct 2013
- An Online Surveillance System for Monitoring Viewing Behaviour among Panel Homes in the Philippines. Paper presented at 13th Annual AGB Nielsen Media Research Television Audience Monitoring (TAM) Workshop, 1-3 July 2008, Athens, Greece
- Measuring Consumers Reaction. Discussant article on the paper "Quality Assessment Through Statistically-Based Sensory Evaluation Methods", Proceedings of the Seventh Convention on the Statistics. Mandaluyong City, 19978.
- Filipino as a Medium of instruction in Developing Science Enquiry Skills. Paper presented at the Statistical Research Training Center Annual Conference. 18 Oct 1996, Quezon City.
- Manual on Statistics for Total Quality Management. PSA-ASSIST. 1994
- Manual of Statistical Analysis for Sensory Evaluation Studies. PSA-ASSIST 1994
- Training Manual for Sampling. (Co-Researcher). Statistical Research Training Center, 1992

As Trainer

Trainings, Seminars and Workshop Conducted

- Practical Forecasting Workshop for the Pharmaceutical Industry. CCM Laboratories Putrajaya Malaysia. March 19-20, 2015.

- Statistics for Market Segmentation and Predictive Modeling. UP School of Statistics, Diliman Quezon City. October 30-31, 2014.
- Item Response Theory with Applications in R. De La Salle- College of St. Benilde. September 2-3, 2014.
- Time Series Analysis and Forecasting. UP School of Statistics, Diliman Quezon City. May 8-9 2014.
- Practical Forecasting Workshop for the Pharmaceutical Industry. Fresenius-Kabi Philippines. April 25 to 26, 2014.
- Statistics for Market Segmentation and Predictive Modeling. UP School of Statistics, Diliman Quezon City. October 2012 and October 2013
- Practical Forecasting Workshop for Pharmaceutical Industry. Manila Open Course, March 8-9, 2012.
- Statistics for Market Segmentation and Predictive Modeling. UP School of Statistics, Diliman, Quezon City. May-June 2012.
- Practical Forecasting Workshop for the Pharmaceutical Industry. Commonwealth Serum Laboratories, Melbourne Australia. Jan 31 to Feb 1, 2011
- Market Segmentation and Predictive Modeling. Metrobank Card Corporation Manila, December 2010 to January 2011.
- Practical Forecasting Workshop for the Pharmaceutical Industry. Manila December 2010.
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Health Australia, Sydney. May 18-20, 2010.
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Health Korea. Seoul. November 23-24.
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Meridian Vietnam. Ho Chi Minh City. Oct 5-6, 2009.
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Thailand. Bangkok. September 21-22, 2009.
- ANOVA and Regression Analysis for Banking Industry. SAS Singapore. August 3-5, 2009.
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Health Australia. Sydney Australia. May 12-13, 2009.

- Time Series Analysis and Forecasting (ARIMA). UP School of Statistics. June 16-18, 2009.
- SAS JMP: Data Analysis and Scripting. SAS Singapore for the Singapore Department of Statistics. March 10-13, 2009.
- Basic Statistics, Data Analysis and Statistical Report Writing. Conducted for the Bureaus of Local Government Finance by the UP School of Statistics. University Hotel, UP Diliman. November 3-7, 2008.
- Practical Forecasting Workshop for Oncology Business Groups. Joint Projects of Novartis Sydney and IMS Health Australia, Sydney Australia. October 24-25, 2008.
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Health Australia. Sydney, Australia. October 22-23, 2008.
- Practical Forecasting for the Pharmaceutical Industry. IMS Health Philippines. Manila. May 13-14, 2008.
- Statistical Techniques for Forecasting of Receipts and Expenditures of Local Government Units. Statistical Research and Training Center. March 2008.
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Health Australia. Sydney Australia. February 12-13, 2008.
- Time Series and Forecasting UP School of Statistics. February 7, 2008.
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Health Australia. Sydney, Australia. December 4-5, 2007.
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Health Australia. Sydney, Australia. September 20-21, 2007.
- Practical Forecasting Workshop for the Pharmaceutical Industry. Merck Serono, Manila. August 23-24, 2007.
- Practical Forecasting Workshop for the Pharmaceutical Industry. Merck Shapre and Dohme (MSD). Manila. July 19-20, 2007.
- Statistics for Policy Planning. Statistical Research and Training Center. Quezon City. July 17, 2007
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Health Manila. July 28-29, 2007.
- Statistics Market Segmentation. Bank of the Philippine Islands. June 14-15, 2007.
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Meridian, Ho Chi Minh City. Vietnam. June 7-8, 2007.

- Modern Design of Experiments. SAS Institute Philippines. May 23-24, 2007.
- Design and Analysis of Experiments. SAS Institute Philippines. May 16-17, 2007.
- Reliability Analysis. SAS Institute Philippines. May 15, 2007.
- ANOVA and Regression. SAS Institute of the Philippines. May 8, 2007.
- Statistical Data Exploration. SAS Institute of the Philippines. May 8, 2007.
- Probability and Modelling. Bank of the Philippine Islands. January 2007.
- Practical Forecasting Workshop for the Pharmaceutical Industry. IMS Health, Beijing People's Republic of the China. September 4-5, 2006.
- Basic Statistical Tools for Health Research. UST College of Rehabilitation Sciences. May 23 & 31, 2006.
- Time Series & Forecasting. UP School of Statistics. May 2006.
- Basic Statistics. UP School of Statistics. April 24-27, 2006.
- Econometric Analysis of Costumer Products. Initiative Consulting, Bangkok Thailand, February 14-18, 2006.
- Statistics/ Indicators for development Planning with Computer Application. NEDA-CAR. Benguet State University, La Trinidad, Benguet. October 24-28, 2005.
- Statistical Analysis for Six Sigma. Goodyear Philippines. August 2005.
- Failure Mode and Effect Analysis (FMEA). Astec Power Inc. Pasig City. May 2004.
- Statistical for Quality Assurance. SPI Content Science. Paranaque. August 2003.
- Design of Experiments. ASTEC Power Inc. Pasig. June 2003.
- Forecasting. San Miguel Corporation. May 2003.
- Weibull Analysis of Failure Data. ASTEC Power. Inc. Pasig. August 29-30, 2002
- Time Series Analysis and Forecasting (ARIMA). UP School of Statistics. May 22-23, 2002.
- Nonparametric Statistics for the Behavioural Sciences. UP School of Statistics. May 15-17, 2002.
- Acceptance Sampling Techniques. ASTEC Power, Inc. Cavite Export Processing Zone. November 14, 2001.
- Modelling and Forecasting Techniques for Telecommunication Traffic. Eastern Telecoms Makati, October 17, 19, 24, and 26, 2001.
- Seminar Workshop on Statistical Projection and Forecasting National Food Authority, September 21, 2001.
- Regression and Design of Experiments, Lexmark Philippines, Inc. Cebu. June 27 to 29, 2001.

- Refresher Course on Statistics for 6- Sigma Practitioners, Ford Motor Company Philippines, Inc. Sta. Rosa Laguna. May 17 & 31 and June 6, 2001.
- Basic Statistics with Exploratory Data Analysis, UP School of Statistics, April 25 to 27, 2001.
- Weibull Analysis of Failure Data. ASTEC Power. Inc. Cavite Export Processing Zone. July 25-26, 2001.
- Basic forecasting Techniques, Statistical Research and Training Center. Quezon City. June 29, 2000.
- Training Program on Failure Mode and Effects Analysis, ASTEC Power, Cavite Export Processing Zone, April 7,3,20, 2000
- Technical Level Skills Training for Agrarian Reform Officers. Sponsored by the Department of Agrarian Reform. Nivel Hills Lahug, Cebu City. July 21 to 25, 1997
- Sampling Designs for Surveys. Statistical Research and Training Center (SRTC). June 23 and 26, 1997.
- Descriptive Statistics with Microcomputer Applications. SRTC. May 22-23 (First Batch) 29-30 (Second Batch) 1997.
- Statistical Process Control. Semiconductors and Electronics Industries Foundation, Inc. (SEIFI) Alabang. May 19-21, 1997.
- Statistical Applications in Instrument Design. Philippine Public Society College (PPSC) Fort Bonifacio. 15 May 1997.
- Effective Use of SPSS/PC. SRTC. 23-25 April (First Batch) and 7 to 9 May 1997 (Second Batch).
- Multivariate Analysis fore Researcher and Educators: Practical Applications. Southeast Asian Ministers of Education Organization Regional Center for Educational Innovation and Technology (SEAMEO INNOTECH). October 21-31, 1996.
- Numeracy. Asian Institute of Management (AIM) Legazpi Vill. Makati. June 17 to 21, 1996.
- Descriptive Statistics. SRTC Summer 1996.
- Applied Inferential Statistics. Statistical Research and Training Center. June 26-30, 1995 (First Batch), September 4 to 11, 1995 (Second Batch)
- Numeracy. Asian Institute of Management, Legazpi Village Makati. June 15 to 23, 1995.
- Applied Multivariate Data Analysis for Market Research. U.P. Statistical Center. May 1995.

- Observational Studies in Research. De La Salle University Graduate School of Business and Economics. Taft Ave. Manila. March 1995.
- Statistical Quality Improvement and SAS. Texas Instrument (Philippines) Inc. BCEPZ Baguio City Benguet . October 10 to 15, 1993.
- Sample Survey Operations. National Statistical Coordination Board under the sponsorship of the Statistical Research and Training Center. June 10-14, 1993
- Seminar on Multivariate Data Analysis. UP Statistical Center. June 9, 1993.
- Statistics and Quality Improvement with SAS Applications. National Steel Corporation (NSC) Iligan City Lanao Del Norte. March 30 to June 6, 1993.
- Refresher Course on Basis Statistics with Microcomputer Applications using SPSS/PC. Saint Paul College Quezon City. March 11 to 21, 1993.
- Regression and Time Series Analysis for Forecasting. U.P. Statistical Center, March 10 to 17, 1993.
- Basic Statistics and Exploratory Data Analysis with Microcomputer Applications. U.P. Statistical Center, April 11 to 30, 1993.
- Regression and Time Series Analysis for Forecasting. U.P. Statistical Center. November 1992.
- Seminar Workshop on Statistical Quality Control. Bureau of Research and Standards, EDSA Quezon City. September 14-25, 1992.

- Basic Statistics and Exploratory Data Analysis with Microcomputer Applications. Department of Labor and Employment, Intramuros Manila (1992)
- Training of Regression and Applied Multivariate Data Analysis. Department of Trade and Industry (1991)
- Categorical Data Analysis and SAS Institute of Science and Mathematics Education. U.P. Diliman, October 1991.
- Regression and Time Series Analysis. U.P. Statistical Center. (1991)
- Training Program on Descriptive Statistics and Regression Analysis using SPSS/PC U.P. Statistical Center. April 1-5, 1991.
- Training Program on Regression and Time Series Analysis. U.P. Statistical Center. March 20 and June 4, 1991.

Other Skills and Qualifications

- Proficient in the use of the following software packages: MS Office (WORD and EXCELL); statistical software packages- SPSS, SAS,SAS/JMP, STATISTICA, Minitab, R, Geoda, Revman and E-views.
- Civil Service (Professional) Eligible