



THE CEO MEDIA INDEX

What Media Narratives Reveal About Filipino CEOs

CARMA's media analysis of 10 CEOs in the Philippines
Jan-June 2025

Parameters

This report explores how top Filipino CEOs were portrayed in the media.

Coverage shows that visibility stems not only from financial results but also from how leaders communicate strategy, drive national initiatives, and embody thought leadership.

The CEO Media Index highlights the attributes such as credibility, vision, and communication that shape positive perceptions and strengthen stakeholder confidence.

Time period:

January to June 2025

Country:

Philippines

Media Type:

Online

Media List:

150 Tier 1 Mainstream Filipino media outlets based on high circulation

No. of articles analysed:

775 articles

Relevancy:

Articles with CEO statements or mentions were analysed.

CEOs Monitored

We determined the CEO sample list from the [BusinessWorld Top 1000 Corporations in the Philippines](#), which ranks firms by gross revenue based on their financial statements. From the 20 highest-ranked companies, media mentions of their respective CEOs were quantified and the analysis focused on the ten CEOs with the greatest volume of coverage.



Manuel V. Pangilinan
(MVP)
Meralco



Ramon S. Ang
Petron Corp & San
Miguel Brewery



Lynette V. Ortiz
Landbank



Lucio Tan
Philippines Airlines



Carl Raymond Cruz
Globe Telecom Inc



**Jose Teodoro K.
Limcaoco**
Bank of the
Philippines Islands



Stanley C. Co
Robinson's
Supermarket Corp



Irwin C. Lee
Universal Robina
Corp



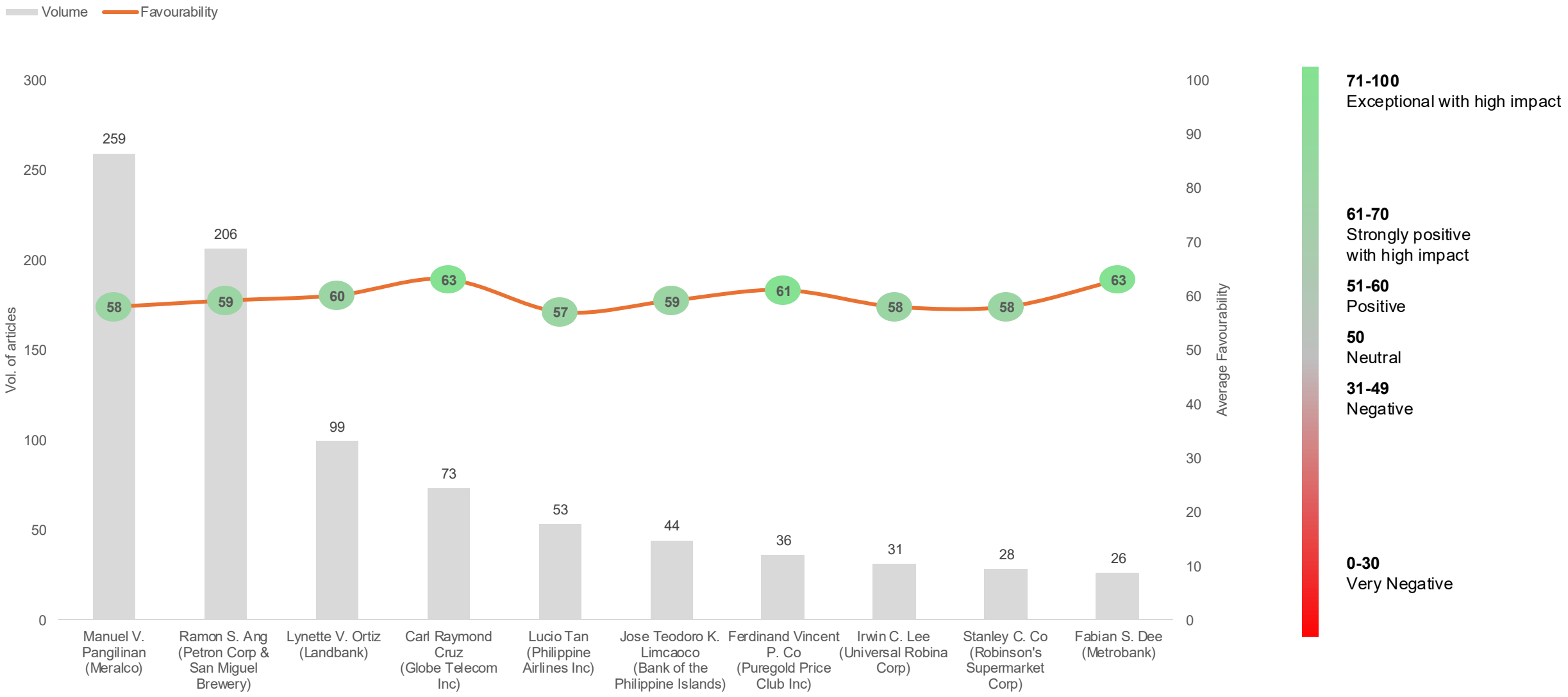
**Ferdinand Vincent
P. Co**
Puregold Price Club Inc



Fabian S. Dee
Metrobank



All CEOs were positively portrayed in H1 2025, with average favourability scores ranging from 57 (positive) to 63 (strongly positive).



Sustainability was a top priority for all 10 CEOs.

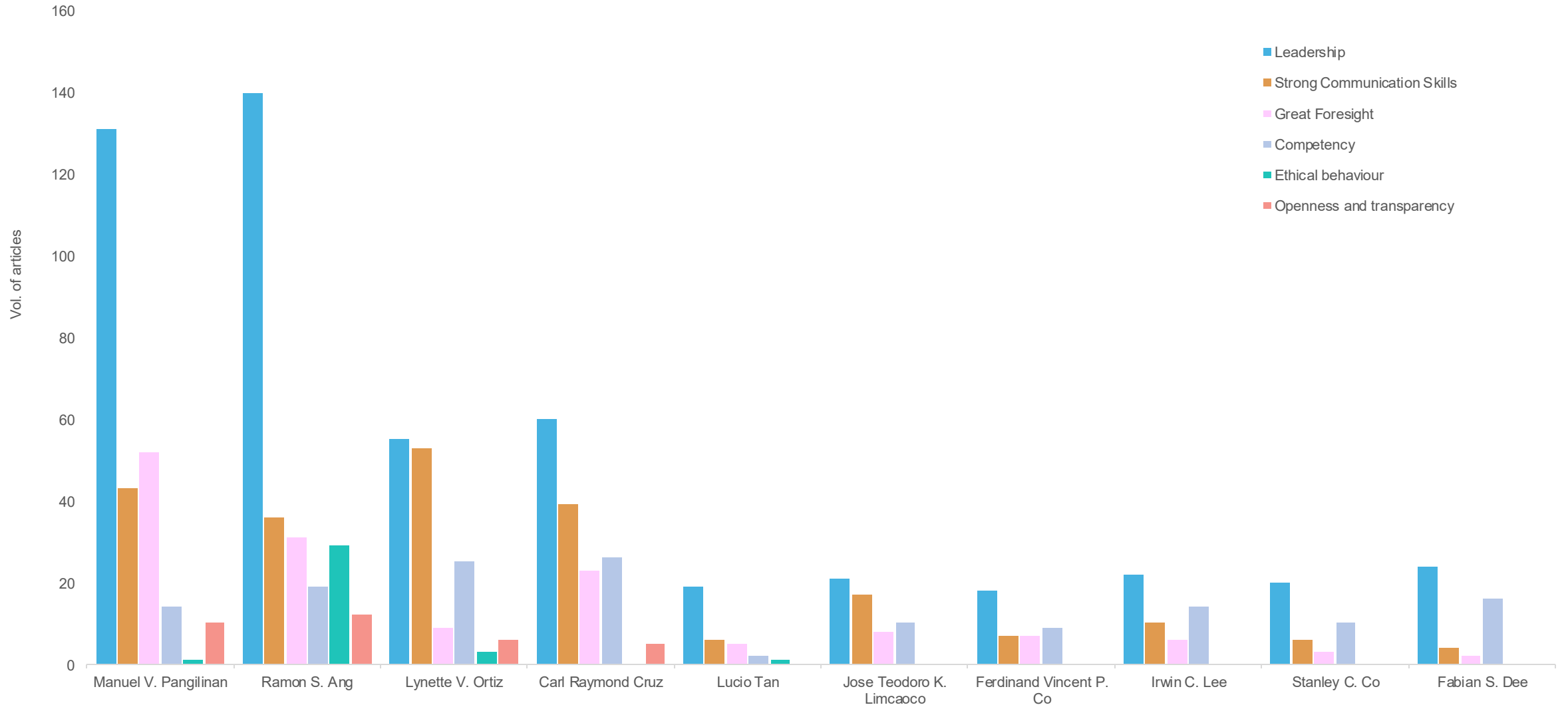
43%

Sustainability appeared in 43% of all CEO coverage.

CEOs ranked according to mentions of sustainability

1	Manuel V. Pangilinan (Meralco)	The company's push for nuclear energy and adoption of the 2024 IR Framework signalled a strong commitment to transparency and sustainability in corporate governance.
2	Ramon S. Ang (Petron Corp & San Miguel Brewery)	At the 2025 Global Good Governance (3G) Awards, San Miguel Brewery received two top honours from Cambridge IFA: the 3G Leadership Award in CSR and the 3G Best Sustainability Reporting Award, which recognised CEO Ang's leadership in driving these achievements.
3	Lynette V. Ortiz (LandBank)	LandBank was recognised as the top government-owned and controlled corporation (GOCC) and received a sustainability award for its exemplary commitment to sustainable values and practices, under the leadership of CEO Ortiz.
4	Carl Raymond Cruz (Globe Telecom Inc.)	Globe was named as one of the 'World's Most Sustainable Companies 2025' by <i>TIME Magazine</i> and <i>Statista</i> . CEO Cruz emphasised that sustainability is central to the company's strategy for delivering long-term value to stakeholders.
5	Jose Teodoro K. Limcaoco (Bank of the Philippine Islands)	BPI reduced 1.8 million tons of CO ₂ annually through green financing, earning the IFC's 'Highest Estimated Greenhouse Gas Emissions Mitigated' award, marking them the first Philippine bank to achieve this. CEO TG Limcaoco said the recognition highlights BPI's role in funding projects that drive measurable environmental benefits and a low-carbon future.
6	Stanley C. Co (Robinson's Supermarket Corp)	Tied to financial news, CEO Co shared on the business's growth opportunities and the continued integration of sustainability throughout the value chain.
7	Lucio Tan (Philippine Airlines Inc)	On PAL's fleet upgrades to meet growing travel demand, CEO Tan emphasised the airline's dedication to connecting people, empowering employees and advancing sustainability, while maintaining its role as a trusted national carrier.
8	Ferdinand Vincent P. Co (Puregold Price Club Inc)	Puregold Price Club Inc. remained committed to its Pusong Panalo Program and mission aiming to enhance lives and promote development in rural communities through inclusive growth and sustainable initiatives.
9	Fabian S. Dee (Metrobank)	Metrobank won the Best Bank for Corporate Responsibility award at Euromoney Awards for Excellence 2024, which recognised the Metrobank Foundation's support for education in the Philippines—an achievement underscored under CEO Dee's leadership mentioned in financial results coverage.
10	Irwin C. Lee (Universal Robina Corp)	URC launched its R&D centre in Malaysia. CEO Lee explained that the facility will accelerate URMunchy's innovation pipeline and enhance snack development across the region, including the introduction of new cost-effective and sustainable packaging.

Ethical leadership was largely absent from media narratives, even in coverage of CEOs' companies' sustainability initiatives and commitments.





Ramon S. Ang
(Petron Corp & San Miguel Brewery)

Stood out as a CEO whose Ethical Behaviour prominently reflected in media coverage, through both his corporate and personal actions.

At the corporate level, he led initiatives like San Miguel's child health program, which provides long-term support to underprivileged communities and has contributed to lower malnutrition rates.

Personally, his decision to cover all medical and related expenses for the victims of a car crash at Ninoy Aquino International Airport's departure area, further highlighted his commitment to integrity, responsibility, and the welfare of others.