

JHMC Board of Directors (Profile)

CATHERINE A. DE LA ROSA

Member of the JHMC Board of Directors
NOT holding more than five (5) positions in GOCCs and publicly-listed companies

Age: 74, Filipino

Date of First Appointment: January 18, 2022

Raised and educated in Baguio City, Catherine A. Arvisu- De la Rosa, graduated with a Degree in AB Economics from the St. Louis University, Baguio City.

Ms. Dela Rosa shows impressive career growth, starting as a working student when she was hired part-time by Philippine Airlines in 1968 as Ticket-Freight Clerk. Likely due to her being a diligent and conscientious worker, she was retained and continued moving up the ladder to reach higher levels in her job as Reservations Agent, Systems Analyst and a highly responsible position as Manager-Tour which she held until 1988 when she decided to avail of Philippine Airlines' first retirement program after 20 years of service.

Thereon, Ms. De la Rosa moved to the US and established in 1991 Sta. Barbara Intl. Corp. in San Francisco, California, setting up an office at the Philippine Consulate Bldg. there.

Returning to Baguio, she established NOANTS Consultancy Services and NOANTS Homestay which up to the present provide travel and tour requirements of the community. She also joined the academe as an Instructor of the University of Baguio, handling tourism-related subjects.

Ms. De la Rosa held affiliations with various tourism-oriented organizations from 1996 to the present holding positions of Treasurer, volunteer, founding member, and other officer positions.

Among her other ongoing activities are being an On-Call instructor for Canadian Tourism and Hospitality Institute, Baguio Campus, On-Call Moderator of DOT Training Programs, and as a Resource Person/Lecturer in the University of Baguio Tourism programs.