

ADMIRAL REUBEN S LISTA PCG (RET)



Admiral REUBEN S LISTA PCG (RET), the 18th Commandant of the Philippine Coast Guard (PCG) is a licensed Merchant Marine officer who graduated consistently at the top of his class in BS Marine Transportation at the Philippine Merchant Marine Academy (PMMA) in 1969. He holds a Masters degree in International Resource Planning and Management (MIRPM) from the United States Naval Postgraduate School (USNPS) in Monterrey, California, USA. Likewise, he has a Masters in Business Administration (MBA) from the Ateneo de Manila University and a graduate of the Command and General Staff Course (CGSC). He also took units for his Masters in National Security Administration (MNSA) from the United States Naval Postgraduate School (USNPS) which was validated and conferred by the AFP Training Board in 1996. He is also a graduate of numerous specialized courses in Intelligence, Counter Intelligence, Advance Intelligence Officers Course, Computer Programming, Systems Design and Analysis, Project Management, Microfilming, VIP Protection, Social Graces, Protocol and Negotiations.

A multi medal awardee while serving with highest distinction and honor in his various assignments as a line and technical officer in the Philippine Navy (PN), Armed Forces of the Philippines (AFP) and the Philippine Coast Guard (PCG) Admiral Lista became the Commandant of the Philippine Coast Guard (PCG) in 2001, Prior to this, Admiral Lista has been entrusted various positions of major responsibility in the AFP, Office of the President, Ministry of Public Works and Highways (MPWH) and PCG. These positions among others are; Deputy Commandant, Deputy Commandant for Administration, Commander of Marine Environmental Protection Command, Commander of 1st Coast Guard District (Manila), Commander of 8th Coast Guard District (Davao), Commander of Coast Guard Support Facilities, Commander, Marine Environmental Protection Command, Superintendent of Coast Guard Training Command (CGTC);

Commander of Naval Communications Facility (NAVCOMFAC), Commanded seven (7) Navy Ships including the Philippine Navy's flagship (BRP Andres Bonifacio PF-7) and The Naval Public Information Officer (TNPIO). He held various sensitive positions at the Presidential Security Command (PSC), National Intelligence and Security Authority (NISA) and the Office of the President (OP). He also served the Department of Transportation and Communication (DOTC) as Director of the Project Management Office (PMO) that deals with Maritime Safety Improvement and Rehabilitation Projects (MSRIP) from 1998 to 2003. Admiral Lista as a young naval officer was loaned to the MPWH as Special Assistant and Consultant to two Ministers namely; Minister Jesus S. Hipolito and Minister Vicente T. Paterno. He also worked as technical assistant to Mayor Eulalio Fonacier Siazon of Laoag in 1969 to 1970 before joining the Philippine Navy.

Admiral Lista also set as member of the Board of Trustees of the Philippine Ports Authority (PPA), Maritime Industry Authority (MARINA), National Maritime Polytechnic (NMP), Maritime Training Council (MTC), Maritime League of the Philippines, a lifetime member of the Masters and Mates Association of the Philippines (MAMAP), past President of PMMAAI and current Director of the Integrated Seafarers of the Philippines (ISP) – a non-profit organization formed by successful seafarers as a way of daily “payback” project to other seafarers.

As its first ever Commander of the Marine Environmental Protection Command (MEPCOM), he is instrumental in the development of its laboratory equipment and continually built up its capabilities to address the constantly changing maritime environment. The same energy can be seen when under his watch as Commandant, his unwavering commitment to the cause of Maritime Safety and Security is further shown when he piloted the establishment of Navigational Safety Rules and Traffic Separation Schemes, the “Sea Scouts” and regulated the construction of bridges and structures over navigable waters. He approved and published memoranda and circulars for Ships Routing System through vital channels all over the archipelago. He likewise introduced the conduct of joint Vessel Safety Inspections through a Memorandum of Agreement between the PCG, Philippine Ports Authority (PPA) and Maritime Industry Authority (MARINA) and formulated Ships and Port Security in coordination with other agencies and other allied ASEAN countries. He is highly credited for his brainchild, the “Adopt a Lighthouse

Program” in cooperation with Local Government Units (LGUs) for the upkeep and maintenance of historical Lighthouses.

Admiral Lista in a number of times has attended Assembly and Council Meetings of the International Maritime Organization (IMO) and conferences of Asia Pacific Heads of Maritime Safety Agencies (MSA) that seek to discuss legislation, facilitation, implementation, enforcement and revision of council instruments and policies to address issues related to international cooperation on maritime security, ship safety and other mutual maritime environmental concerns.

Among other feats, he also etched his name in the world of sports as he served the country as a sportsman, both in the national and international arena. Admiral Lista was the President of the Philippine Bowling Congress (PBC), the National Sports Association for Bowling and served as a member of the Philippine Olympic Committee (POC) from 1997 to 1999. Before that, he was the President of the Manila Tenpin Bowling Association (MTBA) from 1984-88, Chairman of the Ways and Means Committee of the PBC and was manager of several victorious Philippine teams to the SEA and ASIAN Games, World FIQ, World Games and the ASIAN FIQ. He is equally proficient in practical shooting, tennis and golf.

Moreover, he is civic-minded and is a member of several socio-civic organizations notably; Lions Clubs, Rotary Club and the Grand Lodge of Free and Accepted Masons

Above all, Admiral Lista is a loving husband to the former Miss Jennette De Jesus, a businesswoman; and he is a doting father to children namely; Reujenson (48), Reuben Jr. (44), Richard Jay (38) and Ruby Jean (36). All of whom are accomplished individuals in their own rights. He is proud to be a grandfather to five active and handsome grandsons and two lovely granddaughters.

Admiral Lista is presently the Chairman of GOLD Inc. Apotheca and A-list BNC, all family owned and run by his children.