



## **ADMIRAL REUBEN S. LISTA PCG (RET)**

In November 2016 **REUBEN S. LISTA** took over as President and CEO of the Philippine National Oil Company (PNOC). He was the 18<sup>th</sup> Commandant of the Philippine Coast Guard (PCG). He is a licensed Merchant Marine officer who graduated 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 prestigious United States Naval Postgraduate School (USNPS) in Monterrey, California, USA, where he also obtained his Masters in National Security Administration (MNSA). He also 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 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-awarded and bemedaled Navy and Coast Guard Officer, he served with the 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). He became the Commandant of the Philippine Coast Guard (PCG) in 2001.

Even before his appointment to the Philippine National Oil Company, President and CEO Reuben S. Lista held various positions in government - the AFP, Office of the President, Ministry of Public Works and Highways (MPWH), the Department of Transportation and Communication (DOTC), and PCG. He also worked as technical assistant to Mayor Eulalio Fonacier Siazon of Laoag in 1969 to 1970 before joining the Philippine Navy. As a young naval officer, Admiral Lista was detailed to the MPWH as

Special Assistant and Consultant to two Ministers. He fondly attributes his keen managerial acumen to the tutelage of Minister Jesus S. Hipolito and Minister Vicente T. Paterno, both of whom he considers as his mentors in government service.

Admiral Lista is not a stranger to the corporate setting. He has sat in several boards in the span of his career in government, and even after his retirement from service in his private capacity. He was 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. Admiral Lista is presently the Chairman of GOLD Inc. Apotheca and A-list BNC, all family-owned and run by his children.

During his stint as an officer in the Philippine Coast Guard under the Philippine Navy, he served as Deputy Commandant, Deputy Commandant for Administration, Commander of Marine Environmental Protection Command, Commander of 1<sup>st</sup> Coast Guard District (Manila), Commander of 8<sup>th</sup> 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 has extensive experience in military intelligence having occupied various sensitive positions in the Presidential Security Command (PSC), National Intelligence and Security Authority (NISA) and the Office of the President (OP).

As its first ever Commander of the Marine Environmental Protection Command (MEPCOM), he was 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 was demonstrated when he introduced Navigational Safety Rules and Traffic Separation Schemes and the “Sea Scouts”. He is credited for the initiation to regulate the standards and practices for 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 the man behind the “Adopt a Lighthouse Program” in cooperation with Local Government Units (LGUs) for the upkeep and maintenance of historical Lighthouses.

Admiral Lista is dedicated to keeping abreast with developments in the maritime industry and maintains it as one of his many advocacies. He diligently attends assemblies 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. 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 prides himself as a family man. He is a loving husband to the former Miss Jennette De Jesus, a businesswoman; and a proud father to his four children namely; Reujenson, Reuben Jr., Richard Jay and Ruby Jean - all accomplished and successful individuals in their own right. As with any grandfather, he enjoys spending time and doting over his seven grandchildren.