



ADM Reuben S. Lista PCG (Ret.)
President and Chief Executive Officer

PNOC President and Chief Operating Officer (PCEO) ADM Reuben S. Lista PCG (Ret.) brings with him years of dedicated government service and outstanding business successes. His experiences in government as a public servant, and his successful private endeavors as a businessman and sportsman create a unique combination that provides a richness and depth to his management skills.

The Admiral is best known for his leadership and command of the maritime industry, particularly for his service with the Philippine Coast Guard (PCG), where he rose through the ranks. He held several positions including as the first Commander of the Marine Environmental Protection Command (MEPCOM), Commander of several Coast Guard Districts, as Deputy Commandant, as Deputy Commandant for Administration, and ultimately served as the 16th

Commandant of the PCG from 2001-2003. He brings into the company a keen sense of managerial acumen, honed through years of service in various government agencies, having served in the Philippine Navy as Commander of various major shore commands and a long command at sea, and as a member of the Board of Trustees of the Philippine Ports Authority (PPA), Maritime Industry Authority (MARINA), the National Maritime Polytechnic (NMP), the Maritime Training Council (MTC) and the Maritime League of the Philippines. As a young naval officer, he was detailed as Consultant to two ministers of the Ministry of Public Works and Highways.

While in service, the Admiral pioneered key corporate social responsibility projects such as the “Adopt a Lighthouse” Program, the “Save Davao Gulf Foundation, Inc.”, and saw to the birth of sea scouting in Davao. He prides himself as a keen advocate of maritime security, ship safety, and marine environment protection.

His leadership is not limited to corporate and government settings. Admiral Lista is an avid sportsman in the national and international arena. He served to advance the sport of bowling as President of the Philippine Bowling Congress (PBC), and the National Sports Association (NSA) for Bowling recognized by the Philippine Olympic Committee. He was the manager of several victorious Philippine teams to the SEA and ASEAN Games, World FIQ, World Games and the ASIAN FIQ. The Admiral’s recent sport activities include practical shooting, tennis and golf.

A lifetime believer in the merit of continuing education, Admiral Lista holds three Master’s Degrees: one in International Resource Planning and Management (MIRPM), another in National Security Administration (MNSA), both from the prestigious US Naval Postgraduate School (USPNS) in Monterey, California, and still another in Business Administration from the Ateneo de Manila University. He graduated top of his class in BS Marine Transportation at the Philippine Merchant Marine Academy in 1969, and is a graduate of the Command and General Staff Course (CGSC). All of these on top of numerous specialized courses testify to his abilities and dedication to quality service.