

LEOPOLDO JOHN F. ACOT
Assistant General Manager, Corporate Communications Group
National Development Company



A marketing and communications professional, Rocky is a seasoned marketing strategist with a rich tapestry of work experience spanning various industries and regions, particularly in the Pacific.

He first started work with Philexport in the early 90's, then spent a well-traveled stint with La Tondeña Distillers handling the rum portfolio and being extensively immersed in the Visayas & Mindanao regions before expatriate roles beckoned abroad. Rocky worked with various

multinational consumer companies (such as Colgate Palmolive and Goodman-Fielder) and built a marketing career out of growing consumer brands and managing multicultural teams.

He became the assistant general manager for corporate communications in NDC in late May, 2023 – stepping into the role, and newly created work-group and steadily working since then to enhance NDC's corporate brand identity and improve its communications trajectory amongst various stakeholders.

He has also handled a variety of roles within NDC and served in various committees (ex. Human Resources Selection Board, Events, Data Privacy Officer for NDC, Bids & Awards Committee) but it is in his role as the Focal Point System Chair for NDC's Gender & Development (GAD) where Rocky can point to having had a significant impact; NDC has finally been endorsed for its GPB 2024 GAD budget under a reinvigorated push to finally obtain this in 2024.

Rocky earned his Bachelor of Science in Business Administration from the University of the Philippines (Diliman Campus) and his Master in Business Administration degree from the Smith School of Business, University of Maryland at College Park.