



**Cesar J. Dawana**

Team Leader, Consumer Goods Group

The consumer and retail industries are constantly in flux to keep up with the evolving demands and shifting habits of consumers. That's why they need an energy partner who not only helps them keep up with the changing needs of their business, but also guides them through the ever-changing power landscape. A partner, like Cesar Dawana.

A long-time Meralco veteran, Cesar is deeply familiar with the business and technology of power generation. Having joined Meralco in 1983 as a Junior Sales and Design Engineer, Cesar today leads a relationship management team that provides consultancy and technical support to consumer products giants like Splash Manufacturing, Procter & Gamble and Unilever, retail stalwarts like Rustan's, Mercury Drug and Puregold, and pharmaceutical leaders like Unilab, Bayer Philippines Wyeth Philippines and Pascual Lab.

As a licensed electrical engineer and Lifetime Member of the Integrated Institute of Electrical Engineers (IIEE), Cesar been involved in several industry projects. One of these is the Power Account Reengineering Project, which re-structured the market segments service by Meralco into Medium, Large and Very Large customers, to enable more efficient servicing. Cesar also helped develop and implement the Sunpower Rates project, which prepared Meralco to develop future contracts in anticipation of the market shift to open access and retail competition.

Cesar received his bachelor's degree in Electrical Engineering from Saint Louis University in Baguio, and is also a graduate of the Meralco Power Utility Engineering Program.