

ATENEO JUNIOR MARKETING ASSOCIATION (AJMA)

Queen Alany-Dy Feature Article

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While she might have donned the toga not too long ago – as Batch 2008 Magna cum laude, no less – Queen Alany-Dy remains a forerunner in people’s minds among the university’s newly-christened alumni. Known to her fellow Ateneans as the creative dynamo behind such prestigious titles as Council of Organizations of the Ateneo’s (COA) Leader of the Year for 2007-2008 and Best Human Resources Director at the 2006 GSK Corporate Strategy Competition, hers is a name you won’t likely forget.

Having held the mantle of AJMA president is but one among a long, long list of acclamations to her name. This BS Management Information Systems graduate also stays true to her roots and boasts a minor in Chinese Studies. Hailed as one of the 10 Most Outstanding Marketing Students in the Philippines at the Philippine Marketing Association’s Agora Youth Awards 2008, the previous year Queen had been a recipient of the Proctor & Gamble Student Excellence Award for Academic Excellence and Organizational Leadership, in what was then a telling sign of her bright future in the company.

As a student, Queen wasn’t about be tied down by expectations common to one’s course. Her interests, much like herself, are multi-faceted and span across a spectrum of diverse fields. But they all converge at one point – this common ground, she found in AJMA. “I have this great passion for three things: Information Technology (IT), Marketing and Digital Marketing, which is the collaboration of technology and the marketing world. AJMA definitely gave me the competitive advantage,” Queen affirms. “I got constant exposure to various marketing activities, where I gained new strategies and insights that certainly went beyond what was expected of a typical MIS student. I wanted to prove that anyone is capable of doing things beyond one’s course. After all, there are no limitations to what an Atenean can do.” It’s been a constant balancing act, reconciling the demands of both academic and extracurricular activities. Even Queen admits it intimidating at first, but not after some getting used to.

Queen nurses a budding career at Proctor and Gamble with relative ease, owing largely to the training she underwent while in AJMA. It was a constant exercise in leadership and adaptability, to which she readily attributes her ever-growing skills set. “The AJMA experience helped me grow into a better leader and prepared me to effectively deal with all sorts of people. The ability to be versatile in dealing with different companies and fellow AJMans coming from diverse courses was developed within me. At work, it felt comfortable when dealing with diverse cultures.”

The product of an Atenean upbringing through and through, she attests that the spirit of *magis* is alive within her, and it shows in her performance as a young and up-and-coming professional. It’s even caught the eye of her fellow employees. “It’s natural among most Ateneans to have this burning passion to always excel and stand out. At work, I would

always find myself eagerly wanting to do more and deliver beyond what is expected. People at work would often tell me it's as if I'm not a new hire."

"I lived every single moment of my Ateneo life to the fullest," she recalls of her university days. A motivated individual, Queen cites her deep-seated faith as a driving force behind her ambitions. "Giving your all is important because to give anything less than your best is to sacrifice the God-given gift. I had to be ready to take risks and dream big. I strongly believed that the impossible can be achieved. With faith, you'll be amazed to find out it can be done."

Queen has always reached out to her community within and beyond the Ateneo, and AJMA has served as an avenue for her to do so. "Knowing that you'll be able to touch lives and help alleviate the situation of other people inspire me to be involved. I believe that even little acts can create a significant impact," says Queen. "I'm happy I still get to visit or participate in the different AJMA events. I get to witness what my extremely talented AJMans are capable of doing. The challenge for any organization is to be able to recreate and further improve a previous project. I'm definitely proud of my AJMans for continuing AJMA's legacy of excellence." Queen's other ventures expand further to businesses involving EIKO accessories and It's Cool novelty, creating marketing strategies and improving their existing IT systems.

When asked for advice, she has this to impart to ambitious fellow AJMans, that which has clearly served her well: "In whatever you do, either academics or org life make sure that whenever you do something, do it with passion or don't do it at all. You have to discover what it is that you really enjoy doing so that you'll never look at it as added burden, you'll never get bored, and you'll end up looking forward to each day doing it."

She's sure made it look easy, but she's had her fair share of struggles as well. Despite the obvious parallels that can be drawn between the campus and the office, there remained an adjustment period that nevertheless proved difficult for Queen. Moving on from college meant leaving her comfort zone, including four years' worth of friendships. "Leaving the people I've fallen in love with was a hard thing for me. AJMA's a family where I felt loved, where I could be myself, and where I grew into a better person," she admits. Like every fresh graduate, in the workplace she found herself back at Square One. "I started out as the new comer who had to learn everything all over again. I had to keep on asking and taking in relevant information from the highly capable workmates around me and hopefully, climb up the corporate ladder."

Nowadays, Queen can be found forging a name for herself on the corporate landscape as part of Procter and Gamble's Global Internal Audit (GIA). "It's all about ensuring that the company complies with the global standards," she says, while adding, "Sometimes, I end up associating my work with college life. I do audit and consult work, which for me is like school work. The cool difference would be getting to travel around the globe and working with such a diverse team. There are other opportunities for me such as getting to head committees and hosting for the upcoming P&G pension plan celebration. I recently co-handled a training session at work." Already she's thrown herself headlong into the thick of

things, which is no surprise coming from the Queen most AJMAnS know. It seems all that orgwork comes in handy even after she's passed the torch as president. "Extra-curricular activities at work feel very much like AJMA life," she muses fondly. "I suppose some things never change."