



Alumni Spotlight

A publication of the Philippine Women's University Alumni Relations and Development Office



Ms. Pacita "Chit" Juan

JASMS 1967, PWU JMD Class of 1971

A multi-awarded entrepreneur

Founder/ President, ECHOstore, a sustainable life-style store

Co-founded Tavern on the Square, a music lounge in Greenbelt, Figaro Coffee, and Binalot Fiesta Food

Awarded one of Asia's Most Influential and Taste-makers Philippines in 2021 by Tatler, Asia Pacific CSR Council's CEO of the Year in 2018, Ernst and Young's Entrepreneur of the Year in 2011 for social enterprise, Social Entrepreneur of the Year by GO Negosyo, and the Bossing award by PLDT and Smart, Ten Outstanding Entrepreneurs (Entrep 10) by Entrepreneur Magazine in 2003 and Small Business Entrepreneur of the Year by Ernst & Young also in 2003

Served as President of the League of Corporate Foundations, Governor of the Management Association of the Philippines and currently serves as

president and co-chair of the Philippine Coffee Board Inc., vice president of the ASEAN Coffee Federation, regional head of the International Women's Coffee Alliance for Southeast Asia and Slow Food councilor for Southeast Asia

Published writer, has written books about coffee as well as in columns for online and print publications

Why did you decide to study in PWU/JASMS?

My aunt recommended a good school to my parents.

Share your favorite PWU /JASMS memory.

Graduation.

How did your education at PWU/JASMS prepare you for where you are today?

I was given a lot of opportunities to be a leader.

What is the most important thing you've learned while you were at PWU/JASMS?

Leadership.

What is your greatest accomplishment?

Promotion of Philippine coffee.

What advice would you give current students interested in pursuing a career in your professional field?

Be active in extra curricular activities.
