

## PERSONAL PROFILE OF:

### Datu the Hon. Matthew Pajares Yngson, Lord of Freckenham, DCPS KCR FRSA

Many say that Matthew Pajares Yngson is a multifaceted individual and a proficient person wearing many hats. This is probably because he carries with him more than 20 years of combined technology, television, radio, print, news, entertainment, philanthropic, diplomatic and international business experience starting his career at a very young age and never stopping since. A national of both the Republic of the Philippines and the Commonwealth of Dominica who has gained multi-cultural experiences and influences throughout the years.

By the age of 21, he was already one of the youngest movers and shakers in the business, technology and charitable scene. He established [www.lskul.org](http://www.lskul.org) ("school org") in the year 2000 which provided free technology services to students and student organizations from all over the Philippines. It became the largest non-profit student related organization in Asia during its time working with the likes of JobStreet.com, Cathay Pacific and the United Nations Children's Fund (UNICEF) to name a few. Achieving all of this by 2002, he earned acknowledgement as the first Filipino member of the International Society for Technology in Education (ISTE). This also led him to receive recognition from international universities including receiving an Honorary Masters Degree in Science with majors in Applied Science & Technology (*honoris causa*). He was one of the youngest members of the Philippine Computer Society and the Philippine Internet Commerce Society. He was part of the lobbying group that pushed the current Philippine E-Commerce Law (*Republic Act No. 8792*) into existence with the help of the late President Ramon Magsaysay's son, former Sen. Ramon Magsaysay Jr. and other IT professionals. As a former member of the Internet and Mobile Marketing Association of the Philippines (IMMAP), he graduated the Certified Digital Public Relations Program exclusively offered by the Public Relations Society of the Philippines and the Ateneo-JWCC Graduate School Center. Today, he is still involved in technology advocacy as a speaker on mobile technology and social media.

He officially started his broadcast media professional career on FM radio during his collegiate days (as Matt Montoya of Monster Radio RX93.1) and even while on radio, he held positions on and off-air. His progression in the industry led him to another high rating pop radio station, Magic 89.9 DWTM while career transitions also led him to join the early days of U-Radio 107.9 DZUR. He was formerly a Producer and Announcer on DZRJ-AM 810khz from 2010-2014, producing the program called Inside Motoring, a program focused on motoring and road safety. Since 2015, he has been with DZME-AM 1530khz as Executive Producer and Radio Presenter hosting a weekly public service program with Mr. Patrick Tulfo of the Tulfo broadcasting family.

His crossover from radio to television became natural. As a diverse talent, his first official full-time television hosting stint was in 2003 for a program on the Solar Sports channel called Race Hour. In the 2005 College Champions League, he took part in the sports series shown on NBN Channel 4 working with other notable local talents. It was in 2004 when he was given the unique opportunity to work with ABS-CBN's Studio 23 channel on one of their lifestyle programs called Stoplight TV as its Host and Executive Producer. The program lasted 12 years with broadcast airings not only in the Philippines but also all over Asia, U.S., Canada, Europe and the Middle East. It won numerous awards including the 2013 Hyundai Brilliant Film Awards – People's Choice Award, the 2012 Chamber of Automotive Manufacturers of the Philippines - Motor Media Awards - Best Motor Show Coverage for Broadcast and the 2006 and 2009 Henry Ford Awards for Excellence in Journalism - Best Automotive Television Feature. Moving this television career forward, in 2014, the Air Asia ASEAN Basketball League commissioned him to be their Live Broadcast Managing Consultant working in different Southeast Asian countries including Indonesia, Thailand, Philippines, Vietnam, Malaysia and Singapore.

As an entertainment professional, he has achieved proficiency for numerous live events throughout his extensive career. Music, being one of his first love, allowed him to continue honing this talent by being a Club DJ for several years then moving forward as a professional Hypeman/MC of several superclubs and dance halls. He is fortunate to have been recognized by prestigious award giving bodies for this talent including nomination to the 2010 Philippine Hip Hop Awards as "MC of the Year". He was also nominated in both 2012 and 2013 as "Hypeman of the Year" at the Wave 89.1 Urban Music Awards.

In the course of his broadcast career, he also fell in love with writing, making him polish and sharpen his journalist skills. He was the first Tech Editor for Tech & Tuner Magazine, a sub-title of C! Magazine. He was formerly a Lifestyle Writer for Toyz for the Boyz Magazine, previously a Lifestyle Correspondent for Impact Golf Magazine and a former Contributing Writer for Summit Media's Sports Interactive Network Philippines (SPIN.PH). In 2011, he was the Editor-In-Chief of Pinoy Speed sa mga Pahayagan (Filipino Speed on Newspapers) which syndicated content for several newspapers. He was also given the brief opportunity to be

the Editor-in-Chief of Stuff Magazine Philippines, the local edition of Stuff UK Magazine. Since 2013, he has been a celebrated Columnist for the Philippines' No. 1 daily tabloid newspaper, Bulgar.

Despite having a varied career, he is also an enterprising individual and has good business acumen. Aside from competence in various professions, he has been engaged in other ventures. These include a board position in Receivers & Liquidators Inc., a firm engaged in debt collections for financial institutions. He also co-owns an aesthetic clinic, Skinworld Philippines, and was a former director of EDSA Realty Inc., a small real estate firm. He also headed Stoplight Event Services, an event promotions and talent management outfit. In recent years, he ventured into Investment Migration and Global Business Expansion in cooperation with his family's law firm establishing the Citizenship and Private Wealth Coach Network – a U.S. registered company. His father, who graduated top ten and cum laude from the University of the Philippines, founded the Yngson & Associates Law Firm in 1984 which focuses on business and corporate law servicing local and foreign entities since its inception. His brother, who studied at St. John's University in New York, concurrently heads the firm.

As a public-spirited individual that has had various experiences in life, he informally counsels troubled teenagers he meets in the entertainment industry as a non-traditional Life Coach, guiding them towards a better and more focused future through engagements in a positive lifestyle. This life-changing benevolent initiative for the youth has led him to receive recognition from different religious and non-profit organizations including being gifted with an Honorary Ecclesiastical Doctorate in Counseling (*honoris causa*).

The Free Republic of Liberland, a non-UN putative micro-state in Central Europe currently undertaking global recognition through the provisions of the Montevideo Convention, appointed him in 2016 as the Official Representative (*Honorary Consul-General*) to lead the Representative Office (*Consulate*) in the Philippines. As the country is an observer applicant to the Unrepresented Nations and Peoples Organization (UNPO) where Taiwan, Somaliland, and Kosovo are among its current members, he was recently tasked by the government to be a Supervisory Representative for Southeast Asia and East Asia regions.

In late 2016, he was instrumental in the foundation of the Eastern Caribbean-Southeast Asia Economic and Cultural Chamber (EC-SEA Chamber), an inter-regional non-governmental organization recognized by the United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS). The EC-SEA Chamber engages in commercial diplomacy for six (6) independent Eastern Caribbean countries namely Antigua & Barbuda, the Commonwealth of Dominica, Grenada, Saint Kitts & Nevis, Saint Lucia and Saint Vincent & the Grenadines.

Realizing the need to further push for dialogue with regards to climate change, Sustainable Development Goals (SDGs), and its long term economic effects to Small Island Developing States (SIDS) and other similar countries, he instituted the Caribbean ASEAN Council (CAC) in December 2017. The CAC is a socio-civic volunteer organization that aims to serve nations in the four corners of the wider Caribbean region from Suriname in the South to the Bahamas in the North, from Barbados in the East to Belize in the West and countries in between. It has been accepted as a Lifetime Member of CIVICUS - the World Alliance for Citizen Participation and registered with the NGO Branch of the United Nations Department of Economic and Social Affairs (UN-DESA).

For his high regard of centuries of Anglo-Saxon history that helped shape the modern world, he was bequeathed by the Barnardiston Family of England with one of their manors in Suffolk. The family are English gentry and nobility with lineage dating back to the Medieval Period. He was conveyed with the Lordship of the Manor of Freckenham making him the "70<sup>th</sup> Lord of Freckenham" from the 9<sup>th</sup> century and purported to be the *first* Lord of non-English descent to hold the title. The manor has an area of 846 hectares (2,090 acres) and is located 75 miles from London with about 150 houses currently built therein. Freckenham was first recorded and established more than a millennium ago when King Alfred the Great gave it to the Bishop of Rochester in the year A.D. 895. It has been with the Barnardiston Family since the 18<sup>th</sup> century until recently. Though Manorial Lordships are not titles of peerage, they are feudal titles which are enshrined and warranted by Her Majesty's Land Registry.

In January 2018, he was officially accepted as one of 80 student participants chosen from the 53 countries of the Commonwealth to take part in the CSCLeaders Global Leadership Programme. The exclusive programme is a development of His Royal Highness The Duke of Edinburgh's Commonwealth Study Conferences established in 1956 for selected leaders across the Commonwealth. Her Royal Highness The Princess Royal is the current President while His Royal Highness The Duke of Kent is a Trustee.

For initiatives in spreading the ideals of freedom, peace and economic development through his diverse international positions, he was adopted as a noble son of the Royal House of Baloi by its Rajah Mandadore, His

Royal Highness Tuanku Dr. Datu Camad M. Ali. The Royal House of Baloi is one of the traditional royal houses of Lanao in the Autonomous Region in Muslim Mindanao, Philippines that has endured throughout the centuries and was acknowledged under the law signed by King Philip II of Spain on June 11, 1594. Today, its rights and privileges are protected by Philippine Republic Act No. 8371 or the “Indigenous Peoples’ Rights Act of 1997”. He was conferred the rank and noble title of “*Datu*” and vested as “*Honorary Cultural Ambassador*” of the Royal House of Baloi. He was also accepted as a member of the Chivalric Order of Baloi. Scholars roughly compare the traditional noble title of “*Datu*” with that of a European Duke.

Datu the Hon. Yngson, the Lord of Freckenham is an elected Fellow of the Royal Society of Arts, an elected Fellow of the Royal Asiatic Society, an elected Member of Chatham House – the Royal Institute of International Affairs, a Supporter of the Royal Commonwealth Society, and member of the Association of Chief Executives of Voluntary Organisations. He is also a member of the following institutes; the Chartered Management Institute, the Institute of Leadership and Management, the Caribbean Corporate Governance Institute, the Royal Netherlands Institute of Southeast Asian and Caribbean Studies, the Chartered Wealth Manager Institute, and Honorary Consultant of the Chartered Institute of Professional Financial Managers - Asia Pacific Region.

The venerable gentleman has been admitted as a Knight Commander in the Order of the Knights of Rizal (Philippines), a Distinguished Companion of the Royal and Hashemite Order of the Pearl of Sulu (Philippines), an Honorary Fellow of the Real Sociedad de Armigeros de España (Spain), a Member of the Manorial Society of Great Britain (UK), a Member of the Real Liga Naval Española (Spain), an Honorary Senator of the Royal Scientific Senate for Humanity, Health & Development Affairs of the Kingdom of Bunyoro-Kitara (Uganda) and was awarded a “*Medal for Outstanding Contributions and Efforts for Peace, Education and Cultural Diplomacy*” by the Association of the Representatives of the Kingdom of Bunyoro-Kitara (Uganda).

*(The use of feudal and traditional titles bestowed upon him are permitted in accordance to custom and tradition and with due respect to the laws governing them.)*