



**Rosario "Ros" Juan**  
CEO  
Commune

Rosario "Ros" Juan is a third-generation entrepreneur who has combined her passion for Philippine coffee and her strategic role in the burgeoning digital space as social media strategist to great effect.

In the former, she's the Chief Extractor of Coffee at Commune, a cafe + bar in the central business district that specializes in all things coffee, serving Philippine coffee, comfort food and cocktails and hosting community events; In the latter, she is a digital strategist and advocate for social good, whose strength lies in social media integration, advising small and medium companies concurrent to spearheading a number of citizen-led digital initiatives such as @TweetupMNL Social Media Day, #rescuePH and Frontline Feeders Philippines. Her latest community building efforts also include founding and managing the 42,000-member-strong Coffee Homebrewers online community.

While her heart lies in all things Pinoy and local, Ros also possesses a global mindset with her past stint in Shanghai, China, after entering the Shanghai Jiao Tong University to study the Mandarin language as well through her many travels abroad to learn more about various coffee cultures and the latest trends in digital.

And despite her seemingly busy schedule, Ros still finds the time on occasion to personally attend to her café customers or to whip up a cuppa or two for their enjoyment.