



Atty. Ponciano “Jackie” V. Cruz Jr.

Atty. Ponciano V. Cruz Jr. is a seasoned lawyer and managing partner of the Santiago, Cruz & Associates Law Offices since 1999.

After graduating from the University of the Philippines College of Law in Diliman in 1990, he became a member of the Integrated Bar of the Philippines (IBP) Quezon City Chapter from 1991 to 2017 before he joined the IBP's Rizal San Juan and Mandaluyong Chapter and served as a director. He was recognized as a lifetime member in 1995.

Before taking on his role at Santiago, Cruz & Associates Law Offices in 1999, he established his legal career at Alampay & Manhit Law Offices as a paralegal in 1989, and as an associate with Balgos & Perez Law Offices from 1990 to 1991. He was also an associate at Villanueva Bernardo & Gabionza Law Offices from 1991 to 1994 before he was promoted to senior associate from 1994 to 1995. He became a senior partner at the Santiago Cruz & Sarte Law Offices from 1995 to 1997.

He was appointed as chairman of the National Telecommunications Communication in 1998.

As an expert in the field of Legal and Regulatory Affairs, Atty. Cruz has held the position of consultant on Legal and Regulatory Affairs for E-Meralco Ventures Inc. and Radius Telecoms Inc. since 2005. In 2008, he started as a network TV5. He also joined Meralco as a consultant in 2021.

Atty. Cruz is active in the academe as a lifetime member of both La Salle Green Hills Alumni Association and the University of the Philippines Alumni Association where he also served as director from 2005 to 2007. He is the President of the UP Alpha Sigma Fraternity Alumni Association, a position he held since 1990.

In 2007, he began sharing his expertise in the legal field to aspiring lawyers as a professor in the Adamson University College of Law where he also serves as a trustee. He also served as a trustee of the La Salle – Jaime Hilario School, Bagac, Bataan from 2007 to 2019, and the La Salle Greenhills where he also held the position of Chairman of the Board.

Atty. Cruz has proven his prowess in the business field and sits as President of the Retiro Prime Realty Corp, and Herran Prime Properties, Inc. He is also the current director of Netvoice Inc., a position he held since 2005. He was Chairman of the Board for Powersmash Badminton Center from 2004 to 2009, director of Jackstones Inc. from 2013 to 2014, and president of Digital Photographers Inc, from 2003 to 2014.

Atty. Cruz is also a member of the Philippine Canine Club, Inc., Philippine Amateur Radio Association, American Philatelic Society, Rotary Club of Manila Bay, American Chamber of Commerce in the Philippines, Management Association of the Philippines, Philippine Badminton Association, Badminton Asia Confederation, Terrazas de Punta Fuego Homeowners Association, New Manila Rolling Hills Homeowners Association, Valle Verde Country Club, Club Punta Fuego, Pico de Loro Beach and Country Club, and Tagaytay Midlands Golf Club, Inc.