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Karol Mae Atotubo Named General Manager Middleby Philippines Business Units

LOCATION (date) –Karol Mae Atotubo has been named General Manager of the three business units of Middleby Philippines. Ms. Atotubo will direct and oversee the Middleby Worldwide, the Philippines import distribution, the Middleby Philippines Corporation which designs and manufactures commercial foodservice equipment and the regional Middleby Residential Viking showroom and associated sales.

“Karol has more than 17 years of experience in the food industry and proven success in executing business strategies. She will be an immediate asset to Middleby Philippines bringing her customer side expertise in marketing, operations, and product development,” said George Koether, President of Middleby Asia. “I am confident she will be immediately impactful not only to Middleby Philippines, but to all of our global brands and businesses.”

As the General Manager of Middleby Philippines Karol will lead business process improvements to increase productivity, cost-savings, and elevate the employee work culture while enhancing the quality of products and services in the region. Karol will lead an effort for deeper integration among the Middleby business in the region with a goal of becoming a center of excellence for East Asia. This will complement the China businesses and the Australia businesses.

Karol obtained her Bachelor of Science degree in Food Technology from the University of the Philippines, Visayas and her Master of Technology Management degree from the University of the Philippines, Diliman. Outside of work, Karol teaches part-time at the Technology Management Center at the University of the Philippines, Diliman.

Most recently Karol was with Fresh N’ Famous Food Inc, (DBA Chowking), a subsidiary of Jollibee Foods Corporation, joining the company in 2004. Her most recent position was Assistant Vice President - Restaurant Systems Head where she was responsible for designing, standardizing, and implementing restaurant operating systems to enable Chowking stores to deliver a consistent, exceptional customer experience. Prior to that position she held many other senior positions within the company including marketing, operations, and product development roles.

The Middleby Corporation is a global leader in the foodservice industry. The company develops and manufactures a broad line of solutions used in commercial foodservice, food processing, and residential kitchens. Supporting the company’s pursuit of the most sophisticated innovation, the state-of-the-art Middleby Innovation Kitchens showcases and demonstrates the most advanced Middleby solutions. In 2022 Middleby was named a World’s Best Employer by Forbes and is a proud philanthropic partner to organizations addressing food insecurity. For more information on Middleby and the company’s brands please visit www.middleby.com.