

CHRISTOPHER L BROWN

CEO AND CO-FOUNDER - MARKETCULTURE STRATEGIES

COMMERCIAL BACKGROUND

Chris is an expert in customer-centric business strategies. He and his colleagues have conducted extensive research on this topic and published articles in *Strategy & Leadership*, *B2B Magazine*, the *CEO Refresher*, the *Harvard Business Review Blog*, the *CMO Council* program on Market Sensibility and other journals.

Chris specializes in working with companies to create customer-centric cultures. His previous post as Marketing Director for Hewlett-Packard, South Pacific Region provides him the firsthand knowledge of the challenges facing leaders trying to create a stronger external focus. Chris's finance background and roles in marketing enable him to evaluate the profit-impact of culture initiatives and business strategies.

ACADEMIC BACKGROUND...

Chris holds a Bachelor of Business Degree from the University of Technology, Sydney with a major in marketing and a sub-major in financial management.

He also holds a Master of Commerce Post-Graduate Degree (University of New South Wales, Australia) with an Advanced Specialization in Marketing. His specific area of interest and specialization is in practically applying marketing as a discipline that delivers superior return on investment.

Chris was the EVP of the Silicon Valley American Marketing Association, the premier Chapter of the World's Premier Marketing Association from 2007-2011. Chris continues to run National Workshop programs for the AMA in San Francisco, New York & Chicago.

ROLE AT MARKETCULTURE ...

Chris oversees the development of new programs and services, new business development and takes the lead on major client consulting projects.

Leveraging from his extensive experience in leading corporate teams, Chris is also involved in the delivery of MarketCulture Strategies training and development programs and marketing and culture change consulting projects that require unique operational insights and experience.

CORE AREAS OF EXPERTISE ...

Brand and Marketing Effectiveness and ROI
Customer-Focused Culture Change, Customer Experience and Journey Mapping
Customer Insights and Analytics

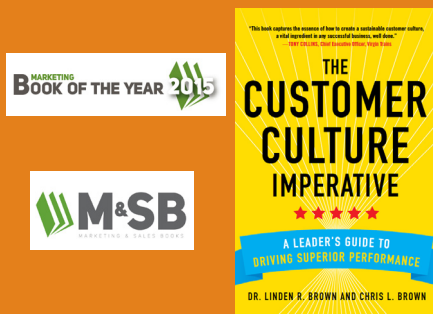
MARKETCULTURE'S RECENT ENGAGEMENTS AND INDUSTRY FOCUS...

Chris has led Executive Development and Consulting Programs with the following Global 1000 companies:

- Telecommunications (Vodafone, Telstra, Ericsson, Bell Canada Enterprises)
- Information Technology (HP, IBM, Microsoft, Konica Minolta)
- Pharmaceuticals, Health and Medical Devices (PerkinElmer, RS Medical, Abbott, Smith and Nephew)
- Utilities and Industrial (Ergon Energy, BHP Billiton, Dupont)
- Banking, Finance and Insurance (BlackRock, NAB, ANZ, Tower Financial, Blue Shield Insurance)
- Media (Fairfax Media)
- Professional Services Consulting (PwC)



Award Winning Book



Testimonials

"Chris was a fabulous facilitator. He made the class interesting, enjoyable and a comfortable place to learn and ask questions. He was professional and wonderfully casual with us. He gives off that he is highly intelligent and did not once speak down to anyone. He treated everyone with respect and was fun to be around."

—Executive Course Participant
Marketing Leadership Workshop -for
Bell Canada Enterprises

PREVIOUS ENGAGEMENTS

Chris has had the pleasure of speaking for the following professional groups:

- American Marketing Association
- Business Marketing Association
- CMO Council
- Executive Next Practices Institute
- Global HR Conference
- Inpsor University - Brazil



For more information, contact:
Stephanie Brown - Publicist
steph.brown@marketculture.com