

# CHRISTOPHER L BROWN

## CEO AND Co-FOUNDER

### MARKETCULTURE STRATEGIES

#### COMMERCIAL BACKGROUND

CHRIS IS AN EXPERT IN MARKET-DRIVEN BUSINESS STRATEGIES. HE AND HIS COLLEAGUES HAVE CONDUCTED EXTENSIVE RESEARCH ON THIS TOPIC AND PUBLISHED ARTICLES IN STRATEGY & LEADERSHIP, BTOB MAGAZINE, THE CEO REFRESHER, THE CMO COUNCIL PROGRAM ON MARKET SENSIBILITY AND OTHER JOURNALS.

Chris specializes in working with companies to create customer-focused 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 is currently the Executive Vice President of the Silicon Valley American Marketing Association, the premier Chapter of the World's Premier Marketing Association.

#### ROLE AT MARKETCULTURE ...

Chris is the CEO MarketCulture Strategies Management Consulting Practice. In carrying out this role Chris oversees the development of new programs and services, as well as new business development.

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

#### A SAMPLE OF MARKETCULTURE'S CLIENTS ...

Telecommunications (Telstra, Ericsson, Bell Canada Enterprises)

Information Technology (HP, IBM, Microsoft)

Pharmaceuticals, Health and Medical Devices (Pfizer, RS Medical, Abbott, Smith and Nephew)

Hotels, Hospitality and Retail (Radisson Hotels, Speedo, David Jones, Coles)

Mining, Resources and Utilities (BHP Billiton, Chevron, Ergon Energy, Perkin Elmer)

Banking, Finance and Insurance (NAB, ANZ, Tower Financial, Blue Shield Insurance)



#### 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."*

—Course Participant

Marketing Leadership Workshop -for  
Bell Canada Enterprises

#### PREVIOUS ENGAGEMENTS

*Chris has had the pleasure of speaking for the following groups and associations:*

American Marketing Association

Business Marketing Association

CMO Council

Executive Next Practices Institute

Global HR Conference



**For more information, contact:**

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