

CHRISTOPHER L BROWN

CEO AND CO-FOUNDER - MARKETCULTURE

COMMERCIAL BACKGROUND

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

Chris specializes in working with companies to create customer-centric cultures that adapt to rapid technology changes. His previous post as Marketing Director for Hewlett-Packard, South Pacific Region responsible for more than \$1bn in revenue 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 - Doctoral Candidate 2022

Chris holds a Bachelor of Business 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 (University of New South Wales, Australia) with an Advanced Specialization in Marketing.

He is currently enrolled in the Executive Doctorate of Business Administration program at Pepperdine University in Los Angeles, California.

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 is the CEO of MarketCulture and 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 keynotes, training and development programs and marketing and culture change consulting projects that require unique operational insights and experience.

CORE AREAS OF EXPERTISE

Customer-Focused Culture Change, Customer Experience and Journey Mapping
Impact of Technology on Customer Experience (AI, Machine Learning, Social Media)
Brand and Marketing Effectiveness and ROI
Customer Insights and Analytics

MARKETCULTURE'S RECENT ENGAGEMENTS

Chris has led Executive Development + Consulting with the following Global 1000 firms:

Telecommunications (Vodafone, Telstra, Ericsson, Bell Canada)

Information Technology (HP, IBM, Microsoft, Konica Minolta)

Pharmaceuticals, Health and Medical Devices (PerkinElmer, RS Medical, Abbott, Smith & Nephew). **Utilities and Industrial** (Ergon Energy, BHP Billiton, Dupont)

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

Media (Fairfax Media). **Automotive** (Toyota) **Professional Services Consulting** (PwC)

© MarketCulture Strategies 2022



Award Winning Book



Testimonials

"Chris was a fabulous speaker. He engaged the audience with interesting stories making his session the most enjoyable of the 2 days. 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."

— EVP Marketing Bell Canada

PREVIOUS ENGAGEMENTS

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

American Marketing Association (AMA)

AGSM - University of NSW

Business Marketing Association (BMA)

CMO Council

Executive Next Practices Institute

Global HR Conference

Inpser University - Brazil

The Conference Board

Pepperdine University, California



For more information, contact:

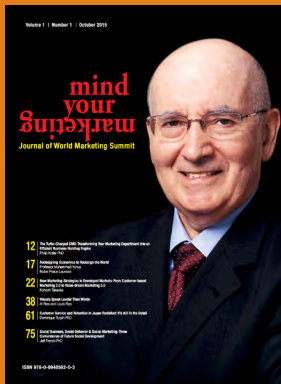
Lucas Coffeen

info@marketculture.com

RECENT KEYNOTES



Chris's work has been featured in the following publications:



CHRIS'S RECENT KEYNOTE CLIENTS...



Chris speaking to the top 100 leaders of a large global manufacturing business in Bologna, Italy

MARKETCULTURE
For more information, contact:
Lucas Coffeen
info@marketculture.com

TOPICS

Topic 1: How to create a truly customer obsessed culture

Alt Headline: Reinventing the Customer Experience from the inside out

Customers are more informed than ever, with access to everything about your company, products and services...including other customers' experiences. The only way to remain competitive will be with an organizational culture that puts the customer at the heart of its operations.

In this keynote, award-winning author Chris Brown will share how to make Customer Obsession a reality in your company including:

1. Why being a customer obsessed organization is your only competitive advantage in today's highly disruptive and rapidly changing environment
2. Lessons from the world's most customer obsessed companies
3. How leaders at every level can create an organization that aligns its culture to the needs of the customer

Length: Luncheon, 1 hr, ½ day, or full-day

Topic 2: Employee Engagement 2.0: Engaged in what?

Ensuring that employees are motivated, driven, engaged has long made intuitive sense, happy employees make for happy customers was the conventional wisdom.

However, in today's economic environment this is not enough. What is really important is that employees are engaged in the right value creating activities that drive business performance.

MarketCulture has spent 10 years researching this question and has developed a model that illustrates the eight critical behaviors that drive profitable companies.

In this session, Chris Brown, CEO of MarketCulture, will outline what these behaviors are, how to measure them and what you as leaders can do to foster them in your company.

Attendees will learn:

- The 8 critical behaviors for high performing businesses
- How to measure their organization's behaviors on these factors
- What it takes to move the needle on these factors
- Best practices that companies can implement today to improve their market responsiveness

Length: Luncheon, 1 hr, ½ day, or full-day

Why Chris is a Great Speaker for Your Next Event:

- A seasoned business executive and presenter who understands the business professional audience.
- Is an engaging presenter to keep your audience awake and thinking!
- Makes your life easier by coming early, well prepared and by following through.
- Delivers added value content like articles, white papers, case studies and best practices for attendees (www.marketculture.com/resources)
- Connects with the audience by interviewing members or visiting websites before the event.



Testimonials:

"Chris recently presented a Keynote at our Global HR Executive Conference in Silicon Valley, it was a thought provoking, highly engaging presentation that engendered audience participation and interest."

Chris demonstrated a deep expertise in what it takes to create Customer-Driven organizations that produce better performance for shareholders and employees. The presentation particularly resonated with senior executives that are always looking for ways to improve and enhance their own leadership and their organization's performance. I can highly recommend Chris as a speaker."

- Ed Cohen Conference Program Developer, Publisher & Editor Global HR News

"It is truly a great speaker that considers his audience. Chris is that sort of person. He is aware of others and this, as well as his business acumen and professional experience, makes him an awesome presenter. I have had the opportunity to listen to Chris on a couple of occasions and found him to be very engaging. The insights, examples and real practical experience gives Chris the edge as a presenter with information and examples that everyone can relate to."

Anyone who gets the opportunity to listen to Chris speak should seize it!"

- Danielle Macinnis, Market Development Director Hewlett-Packard



For more information, contact:
Lucas Coffeen
info@marketculture.com