

DR CHRIS L. BROWN

CEO AND CO-FOUNDER - MARKETCULTURE

COMMERCIAL BACKGROUND

Chris takes a unique approach to helping leaders ignite customer-centric business cultures on a global scale.

Alongside his talented colleagues, Chris has spearheaded groundbreaking research in this field, culminating in their findings being showcased in publications such as the Harvard Business Review, Strategy & Leadership, B2B Magazine, and CEO Magazine, among others.

With a keen focus on helping organizations shape cultures that are deeply rooted in customer-centric values, Chris excels in steering companies through the fast-paced changes of today's technological landscape. His early tenure as a Marketing Director for HP, where he was instrumental in generating over \$1 billion in revenue, speaks to his profound understanding of the very real challenges leaders face in fostering an outward-facing business orientation.

ACADEMIC BACKGROUND - Doctoral Dissertation 2022

Chris's intellectual curiosity and passion for groundbreaking research took him to Malibu, California, where he earned his Doctorate from Pepperdine University. His academic achievements garnered him the highest honor a business student can aspire to—the prestigious membership in the Beta Gamma Sigma Society, a symbol of excellence and distinction recognized globally.

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.

CORE AREAS OF EXPERTISE

Customer-Obsessed Leadership, Strategy & Culture Change
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 & Dulux)

Banking, Finance and Insurance (BlackRock, NAB, ANZ, Tower Financial, Blue Shield Insurance) **Media** (Fairfax Media). **Automotive** (Toyota) **Professional Services**

Consulting (PwC)



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

Harvard Business School

Inpser University - Brazil

The Conference Board

Pepperdine University, California



For more information, contact:

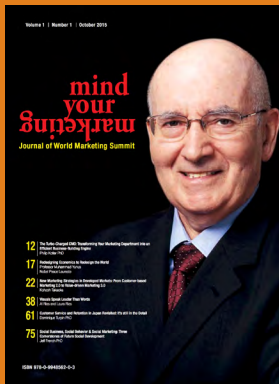
Lucas Coffeen

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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:
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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



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