

Chris Palm

Graphic Design
33 Everton Road
Singapore

View the full portfolio at <http://www.thecreativefinder.com/cpalm>

Professional Experience and Curriculum Vitae

Experience

Managing Director

June 2003 B2G, Singapore

Directly responsible for driving all facets of operation for a new economy media firm in the 2D/3D, web application and fine art space. Developed customized web application services for B2B and B2C ecommerce applications, movie star promotion, corporate identity, and international CRM initiatives. Developed and launched a stock image agency selling Asian based graphics. Opened an art gallery in Singapore offering fine art photographs to art collectors and individual buyers. Worked directly with a global cast of photographers developing customized marketing plans to launch their works in the regional market. Organized monthly promotion events, each involving upwards of 300 people. Forged multiple international partnerships that greatly expanded the geographic market of the firm.

- Published a photo anthology of fine art photographs- global distribution
- 2005 Center for Fine Art Photography Award
- Successfully developed 9 web applications
- Awarded the 2004 EPSON Global Imaging Award
- Addressed the fastest appreciating global fine art market segment
- Developed a revolutionary printing process

Market Research Executive

May 2003/ May 2004 Cisco Systems, Singapore

Designed and implemented market research projects under the directive of the Asia Pacific marketing division. Working directly with the sales teams and the marketing department I developed project methodology, executed data collection and performed detailed analysis.

- Researched capital expenditure by top SPs in Thailand and Indonesia
- Identified VPN adoption rates across 11 Asia Pacific markets
- Presented results to the Vice President of Asia Pacific Sales

Lead Consultant

Mar 2002/ Aug 2002 Company Confidential, Singapore

Project leader managing a process improvement team examining operational effectiveness and long term efficiency of a leading MNC involved in the electronics industry.

- Developed a qualitative methodology to examine issues of long term performance forecasting
- Developed a comprehensive presentation outlining the team's findings and presented it to the MD, senior managers, and a team of external consultants

Vice President

Aug 1997/ Jun 2003 UL Ranch Co, Elk Mountain, WY USA

Directly responsible for driving all facets of operation for a diversified holding company with business lines in the agriculture production, hospitality, recreation, and real estate industries.

- Implemented a managerial accounting system to improve performance assessment
- Established a budgeting process and began accurately measuring profitability

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