

## Christen Bradley Farmer

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[www.notapipe.biz](http://www.notapipe.biz)



### experience

07.2015 – present



#### **Life Coach**

[www.coaching.notapipe.biz](http://www.coaching.notapipe.biz)

*Working with individuals to tackle challenges, personal or business, which arise as a result of desired or actual change. We work on setting the goals, making the hard decisions, and realizing the plan to achieve them.*  
*Clients confidential*

#### **Director/Founder, notapipe | brand consulting Belgrade, Serbia**

*Creative and business agency for brands, brand-building, brand reboots, and brand localization. Working with both established brands and new products or services to establish recognizable brand names, stories, identity, value and consumer response. Clients: Zepter International, Devana/GoDaddy, MediGroup (...)*

02.2019 - present

#### **Lecturer, International Fashion Academy Paris (IFA) Paris, France**

*Conceive and deliver intensive courses on the Macro Environment and the Luxury Sector and the Micro Environment and the Luxury Sector*

11.2015 – present

#### **Lecturer, Shanghai International Studies University (SISU) Shanghai, China**

*Conceive and deliver intensive courses on Fashion and Luxury Brand Management, and Luxury Product Strategy.*

11.2012 – present

#### **Lecturer, Skema Business School (CERAM) Suzhou, China / Shanghai, China**

*Conceive and deliver intensive courses:*

1.Fashion and Luxury Brand Management, 2.Advanced Advertising Strategies, 3.Consumer Trends & Marketing Strategies, 4.Digital Marketing in China, 5.Management and Leadership, 6.Entrepreneurship and Leadership, 7.Geopolitics and Business, 8.Globalization and Development.

*Consistently achieved 100% positive evaluations.*

10.2010 – 06.2015

#### **Director, MACH IV Consulting Belgrade, Serbia**

*Owner and founder*

*Strategic communications and business development agency*

*Advisory in editorial content for various publications*

*Regional business development, PR and Media*

*Works directly with senior management in corporate environments to develop, improve, and implement strategies in business and communications.*

10.2006 – 01.2012	<b>Partner, Co-Owner, Farmer &amp; Spaić , Business and Media Consulting Belgrade, Serbia</b> <i>PR and media relations agency</i> <i>Business Development and Direction</i> <i>Directing, developing high-level and strategic communications projects</i> <i>Consulting in Strategic Communications, PR, corporate communications, government relations, lobbying, media relations, business and soft skills training</i> <i>Business management advisory</i> <i>87 clients in Serbia since foundation</i>
05.2002 – 09.2006	<b>Principal, Co-Founder, Executive Group Belgrade, Serbia</b> <i>Directing, developing PR and Communications Advisory team and projects</i> <i>Managing day-to-day operations</i> <i>Development and capacity building</i> <i>Supervising conception and creation of publishing team and projects</i> <i>Supervising internal/external communications initiatives</i> <i>Contact/Client creation for New Business Development</i>
09.1997 – 04.2000	<b>Vice-President International Sales, Ellesse International SpA Perugia, Italy</b> <i>Bottom line responsibility for all sales</i> <i>Distributors, Licensees, Subsidiaries</i> <i>Sales Budgets &amp; Objectives</i> <i>Responsible for International Customer Service</i> <i>New Business Development</i> <i>Lead project teams (marketing and product)</i> <i>Reporting directly to the President</i>
further experience	<b>Executive Board Member 2009 – 2011</b> <b>Junior Achievement Serbia</b>  <b>Independent Board Member 2010 - 2013</b> <b>Rugby League European Federation</b>
education	<b>Bachelor of Arts, Magna cum Laude</b> <b>The American University of Paris</b> <i>Paris, France (1990)</i> <i>European Studies; Comparative Literature</i>  <b>International High School Diploma</b> <i>Notre Dame International School, Rome, Italy (1984)</i>
languages	<b>English</b> Mother Tongue <b>French</b> Fluent Written and Spoken <b>Italian</b> Fluent Written and Spoken <b>German</b> Good <b>Serbian</b> Good <b>Chinese</b> Presently learning