

Christen Bradley Farmer



experience

07.2015 – present



Belgrade, Serbia
Bacolod City, Philippines
tel. +381 63 439-449 (WhatsApp, Viber)
email: cbf@notapipe.biz
www.notapipe.biz

Life Coach

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

Partner, Co-Owner, Farmer & Spaić , Business and Media Consulting Belgrade, Serbia

PR and media relations agency

Business Development and Direction

Directing, developing high-level and strategic communications projects

Consulting in Strategic Communications, PR, corporate communications,

government relations, lobbying, media relations, business and soft skills training

Business management advisory

87 clients in Serbia since foundation

05.2002 – 09.2006

Principal, Co-Founder, Executive Group

Belgrade, Serbia

Directing, developing PR and Communications Advisory team and projects

Managing day-to-day operations

Development and capacity building

Supervising conception and creation of publishing team and projects

Supervising internal/external communications initiatives

Contact/Client creation for New Business Development

09.1997 – 04.2000

Vice-President International Sales,

Ellesse International SpA

Perugia, Italy

Bottom line responsibility for all sales

Distributors, Licensees, Subsidiaries

Sales Budgets & Objectives

Responsible for International Customer Service

New Business Development

Lead project teams (marketing and product)

Reporting directly to the President

further experience

Executive Board Member 2009 – 2011

Junior Achievement Serbia

Independent Board Member 2010 - 2013

Rugby League European Federation

education

Bachelor of Arts, Magna cum Laude

The American University of Paris

Paris, France (1990)

European Studies; Comparative Literature

International High School Diploma

Notre Dame International School, Rome, Italy (1984)

languages

English Mother Tongue

French Fluent Written and Spoken

Italian Fluent Written and Spoken

German Good

Serbian Good

Chinese Presently learning