

CHRISTINA LEIN STØRMER

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PROFESSIONAL PROFILE

Dedicated, passionate, and results-driven professional with over 15 years of experience in event management and hospitality. Known for strong business development skills, cross-cultural communication, and the ability to lead complex projects from concept to execution. Highly adaptable, social, and detail-oriented, with a proven track record of creating impactful experiences across international settings.

Areas of expertise includes:

- Customer Experience
- Relationship Building
- Business Development
- Understanding of Chinese Business Culture
- Chinese Digital Ecosystem
- Business Strategy
- Multiple Project Management
- Team Management
- Customer Service

CAREER SUMMARY

SELF-EMPLOYED CONSULTANT

August 2020 – Current (Tromsø, Norway)

Freelancing as project manager and associated producer with several brands (including JF DRYSKI, TESTNOR, FIS, BEIJING SPORTS BUREAU) and working as an illustrator/ animator/ motion designer via my own company, Chrissy Lee Productions AS (www.thechrissylee.com)

PROJECTS

2024 FIS BIG AIR WORLD CUP (SB/FS) BEIJING, CHINA (FIS/BEIJING SPORTS BUREAU)

Project Coordinator

Nov-Dec 2024 (Beijing, China)

- Acted as main liaison for international teams and athletes, supporting on-site logistic, media rights clearance, and coordinating athlete interviews and content for official event publications.

CULTURAL PERFORMER – INNOVATION NORWAY DELEGATION

November 2024 (Shanghai, China)

- Represented Northern Norway through live performances at the “Hei Norway” exhibition in People’s Square Subway, the Norwegian Pavilion at CIIE, and the 70th anniversary dinner celebrating China-Norway diplomatic ties.
- Performed for diverse audiences, including over 500 guests at a high-level seafood dinner.

- Contributed to cultural diplomacy and international outreach in collaboration with Innovation Norway, the Royal Norwegian Consulate in Shanghai, and the Norwegian Seafood Council.

2023-2025 SMART FREMKOMMELIGHET (TESTNOR)

Project Coordinator

August 2022 (Tromsø, Norway)

- Coordinated the recruitment and onboarding of test drivers for a pilot app launch in collaboration with Tromsø Municipality and Aventi Group AS.
- Acted as a key communication link between test users, app developers, and municipal stakeholders to ensure smooth feedback and iteration processes.

2022- 2023 JAMMETEST (TESTNOR)

Project Coordinator

August 2022 (Bleik, Norway)

- Led on-site coordination for over 200 participants at Jammetest 2022 and 2023, ensuring smooth event operations, participant management, and real-time problem-solving.
- Managed logistics, schedules, and communication across teams to support a safe and engaging experience for all attendees.
- Collaborating closely with local staff

2022 – EUROPEAN CHAMPIONSHIP MUNICH 2022

Project Coordinator

August 2022 (Munich, Germany)

- Served as lead coordinator for the Red Bull Athletes' Roof, managing access, athlete needs, and on-site logistics.
- Oversaw the Food & Beverage sector, including supplier coordination, volunteer management, real-time problem-solving, and post-event reporting.

2020 – DB EQUIPMENT AS

Market Developer

January 2020 - August 2020 (Oslo, Norway)

Created full business case for China market entry including:

- Chinese Market Research
- Marketing Strategy
- Partner selection
- Budget
- 3 years P&L

2017-2019 - AIR+STYLE

Project Coordinator

November 2017 – December 2019 (Beijing, China)

- Managed all athlete logistics, including transportation, accommodation, and on-site support.
- Provided hosting and hospitality services for participants, special guests, and VIP's, ensuring a seamless event experience.
- Oversaw VIP coordination and protocol, maintaining high standards of service and discretion.
- Served as primary liaison with third-party Chinese partners, facilitating clear and effective cross-cultural communication.

2017 – 2019 NORTHERN LIGHT MUSIC FESTIVAL

Producer

December 2017 – February 2019 (Tromsø, Norway)

- Led the concept development, planning, and execution of the Northern Light Music Festival in 2018 and 2019.
- Held overall responsibility for coordinating over 500 artists across an 11-day program, ensuring smooth operations and artistic quality.
- Scheduled and facilitated meetings with artists, sound engineers, lighting designers, and production staff to plan all performance aspects in detail.
- Managed all activities within the allocated budget, ensuring cost-effective decisions without compromising quality.
- Oversaw VIP coordination, including guest relations, protocol, and high-level hospitality.

2017 – 2018 AUDITOIRE

Project Coordinator / Project Manager

August 2017 – March 2018 (Shanghai, China)

PROJECT 1: PORSCHE CARRERA CUP ASIA, (Formula 1 support race, Marina Bay Circuit, Singapore / Formula 1 support race, Sepang International Circuit, Malaysia / FIA World Endurance Championship Support Race, Shanghai International Circuit)

- Reported directly to Porsche Motorsports HQ China, ensuring clear and timely communication with the central team.
- Managed end-to-end RSVP and hospitality logistics for drivers, teams, and VIP guests, including invitations, hotel arrangements, and transportation.
- Prepared and delivered daily status updates, meeting minutes, and comprehensive post-event debrief reports to support operational efficiency and strategic planning.

PROJECT 2: VOLKSWAGEN SUV LAUNCH (Beijing, China)

- Led a team of 10 in delivering technical support for live broadcast programming, ensuring smooth execution and minimal downtime.
- Held overall operational responsibility for the Volkswagen Training Center, overseeing daily activities, resource management, and facility coordination.
- Ensured high-quality technical performance and team efficiency under time-sensitive conditions.

2015 – 2017 APAX GROUP

Business Development Manager

August 2016 – March 2017 (Shanghai, China)

- Developed strategic business plans, identified key accounts, and led client pitching efforts to drive growth and market presence.
- Collaborated closely with creative, project, and production teams to align execution with overall business objectives in the Chinese market.
- Delivered marketing and experiential solutions, leveraging industry best practices to activate brand engagement and strengthen relationships with existing clients.

PROJECTS

SIFS (Shanghai International Fashion Showcase)

LES HOMMES

DAMIR DOMA

Senior Marketing Executive

November 2015 – August 2016 (Shanghai, China)

- Supported the Marketing Director at APAX Group with partner and sponsorship presentations, internal/external communication, and operational coordination.
- Assisted in the planning and execution of special marketing projects.
- Contributed to business development efforts by identifying and exploring new distribution and partnership channels.
- Developed and implemented the marketing strategy for the world's first Discovery-branded adventure park.
- Played a key role in shaping and executing comprehensive brand marketing strategies to enhance market positioning and engagement.

PROJECTS:

FASHION ROCKS

CAMPAIGN ASIA

DISCOVERY ADVENTURES MOGANSHAN PARK

2004 – 2015 SCANDINAVIAN AIRLINES

EUROBONUS Event Coordinator

January 2009- May 2011 (Beijing, China)

- Created, planned, and executed high-profile marketing events – including private dinners and golf tournaments – for SAS's top-tier frequent flyer members.
- **Managed event budgets from planning through execution, ensuring cost efficiency and high-quality delivery.**
- **Cultivated and maintained strong relationships with clients, sponsors, and key stakeholders, enhancing brand loyalty and partnership value.**

Ground Staff

May 2004- November 2015 (Beijing International Airport, China / Tromsø International Airport, Norway)

- Provided customer service, check-in, and gate operations for airline passengers, ensuring smooth and efficient travel experiences.
- Proficient in Altea, WorldTracer, and Star Check systems for passenger handling, baggage tracking, and security compliance.

2008 – 2010 MELLOW PARKS

Senior Event Executive

January 2008 – January 2010 (Beijing, China)

- Coordinated transportation, accommodation, and on-site logistics for athletes, ensuring a seamless experience throughout the event.
- Served as personal assistant to the CEO of Mellow Parks, supporting daily operations, scheduling, and executive needs.
- Provided hospitality and guest hosting services for participants, VIP's, and international attendees.

PROJECTS:

RED BULL NANSHAN OPEN 2008-2010

2008 OAKLEY

Personal assistant

August 2008

- Managed check-in and registration for over 500 athletes during the Beijing Summer Olympics, ensuring accurate accreditation and efficient flow.
- Served as personal assistant to the COO of Oakley, providing high-level support throughout the Olympic event, including scheduling, coordination, and on-site logistics.

PROJECTS:

2008 OLYMPICS, OAKLEY SAFEHOUSE, BEIJING, CHINA

EDUCATION

2018 - 2020

MBA in Management (Final thesis- grade A)

BI Norwegian Business School -FUDAN University MBA program (Shanghai, China)

2004 - 2011

Bachelor in Vocal and Opera Performance

Central Conservatory of Music (Beijing, China)

Languages:

Norwegian (Native)

English (Fluent)

Chinese Mandarin (Intermediate)
German (Novice)

IT Skills:

MS Office (Word, Excel, PowerPoint)
Adobe After Effects, Procreate

ACTIVITIES

Artistic credits from my musical career highlights:

- Performance for the closing ceremony of 2008 Beijing Summer Olympics
- Performance for the Royal King and Queen of Norway (Beijing, China)
- Guest appearance in the 5 year anniversary concert of South-Koreas musical “마리아, 마리아” (Seoul, South Korea)
- Soloist at the New Year Concert in Guangzhou Opera House 2011 (Guangzhou, China)
- Guest appearance in the Chinese sitcom “New Yorkers in Beijing” (Beijing, China)
- Guest judge Chinese X-Factor
- Winner of Beijing TV’s “Arts from our land competition” 2006