

CHRISTINA LEIN STØRMER

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PROFESSIONAL PROFILE

Dedicated, passionate, social, and highly driven professional with unique 15-year experience in event management. Some of my areas of expertise are:

- Customer Experience
- Relationship Building
- Understanding of Chinese Business Culture
- Team Management
- Business Development
- Chinese E-commerce
- Business Strategy
- Marketing Strategy
- Brand Management
- Multiple Project Management

CAREER SUMMARY

2020 – CHRISSY LEE PRODUCTIONS AS

FOUNDER & CEO

August 2020 – Current (Innsbruck, Austria)

Freelancing as project manager and associated producer with several brands (including Testnor, JF Dryski) and involved in the development of several startups (TBA), and working as an illustrator/ animator via my own company, Chrissy Lee Productions AS (www.thechrissylee.com)

PROJECTS

2022 – EUROPEAN CHAMPIONSHIP MUNICH 2022

Project Coordinator

August 2022 (Munich, Germany)

- Leading function for the Red Bull athletes Roof
- Lead for the F&B – sector, including coordination of suppliers, volunteers, “trouble shooting” and 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)

- Organized transportation, lodging and logistical assistant for all athletes
- Hosting for all participants and special guests
- In charge of all VIP
- Handling all communication with third-party Chinese partners

2017 – 2019 NORTHERN LIGHT MUSIC FESTIVAL

Producer

December 2017 – February 2019 (Tromso, Norway)

- Managed the concept, implementation, and execution of the 2018 and 2019 Northern Light Music Festival
- Overall responsibility for over 500 artists over a 11-day period
- Arranged meetings with artists, sound engineers and lightening specialists, and other staff to plan every aspect of the performances
- Operated strictly with the allocated budget
- Handling all VIP

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)

- Direct reporting to Porsche Motorsports HQ China
- Handling of all drivers/teams/guest RSVP registration process (Invitation/ Hotel reservations/ Transportation) as per on site coordinator
- Prepared daily status meetings, minutes, and reports, as per event debrief reports

PROJECT 2: VOLKSWAGEN SUV LAUNCH (Beijing, China)

- Responsible for technical support on live broadcast program

- Leading a team of 10 people
- Overall responsibility for VW training center

2015 – 2017 APAX GROUP

Business Development Manager

August 2016 – March 2017 (Shanghai, China)

- Developed business plans, identified key accounts, clients, and business pitching
- Worked directly with creative, project and production teams to support the company business goals in China
- Provided marketing experiential solutions through leveraging best practice solutions and activated brand engagement opportunities for existing clients

PROJECTS

SIFS (Shanghai International Fashion Showcase)

LES HOMMES

DAMIR DOMA

Senior Marketing Executive

November 2015 – August 2016 (Shanghai, China)

- Assisted Marketing Director in APAX for partners and sponsorship presentation, communication, and coordination internally and externally for operations implementation
- Assisted Marketing Director in special projects planning
- Business Development for new channels
- Developed marketing strategy for the world's first Discovery branded adventure park
- Contributed to the development and execution of brand marketing strategies

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 various marketing events such as private dinners and golf tournaments for the SAS's most important frequent flyer members
- Prepared and managed budget for all events
- Built good client and sponsor relationships

Ground Staff

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

- Customer service / Check in / Gate staff

- Proficiency in Altea, World tracer and Star Check

2008 – 2010 MELLOW PARKS

Senior Event Executive

January 2008 – January 2010 (Beijing, China)

- Organized transportation, lodging and logistical assistance of athletes
- Personal assistant to Mellow Parks CEO
- Hosting for all participants and guests

PROJECTS:

RED BULL NANSHAN OPEN 2008-2010

2008 OAKLEY

Personal assistant

August 2008

- In charge of check-in and registration of 500 athletes for Beijing Summer Olympics
- Personal assistant for Oakley's COO during Beijing Summer Olympics

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 (IFluent)

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 smash hit 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