



## Board Experience

CHAIR, CENTRAL EUROPEAN  
MEDIA ENTERPRISES

NON-EXECUTIVE DIRECTOR,  
EIRCOM

CHAIR, JPI MEDIA

Finance and General Purposes  
Committee member, WARWICK  
UNIVERSITY

CHAIR, WIND HELLAS

CHAIR, YELL

## Overview

Parm is Singapore based and has had a variety of roles in the international cable, media and telecoms industry during a dynamic thirty year period of profound change. He has had several Non-Executive roles and before that operated as an Executive in general management, finance, strategy and corporate development. He led Unitymedia to being Europe's third largest broadband services operator under private equity ownership. Parm has been an Executive Mentor for 10 years.

Parm is Managing Director of Tamita Singapore Advisors and the Financial and General Purposes Committee of the University of Warwick.

## Approach

Parm believes that leadership excellence comes from within and so focuses on building self-awareness. In a busy life slowing down and reflecting before acting can be a powerful tool in generating long term sustainable results. Developing the ability to absorb and appreciate one's environment is key to reaching a state of heightened awareness and performance.

## Career History

Parm has chaired Wind Hellas, JPI Media, Merapar Holdings and datafirm, been a non-executive director of Central European Media Enterprises, Eircom and Yell and spent seven years as CEO of Unitymedia in Germany. He is an accomplished Chair and independent Non-Executive Director principally of private companies in the international telecoms, media and technology industry.

As Chairman of Wind Hellas Parm secured access to capital for this telecoms business against a distressed Greek macro environment in 2016. This allowed the company to invest and with his mentorship the management team delivered a doubling of profits in 5 years. He then led a monetisation of the asset in two separate transactions with Vodafone and United Group. Similarly, as CEO of Unitymedia (Germany) Parm led a business transformation through an operational turnaround, multiple M&A transactions and integration efforts, the launch of new digital platforms to support the exploitation of sports rights and the successful implementation of new bundled products. The business invested over €400 million to upgrade 8 million households to fibre and delivered a 35 fold increase in EBITDA to €521million before its eventual sale to Liberty Global Inc in 2010 for €3.5 billion. He read mathematics at Cambridge University.

## Personal

Parm is married with three grown up children. He and his wife recently relocated to Singapore to explore more of Asia, but regularly travel back to Europe, especially the Swiss Alps where they enjoy hiking and skiing. Parm serves on the Finance and General Purposes Committee at the University of Warwick and has previously been a juniors' hockey coach at the club where his children played.