



## Board Experience

CHAIR, CENTRAL EUROPEAN  
MEDIA ENTERPRISES

NONE EXECUTIVE DIRECTOR,  
EIRCOM

CHAIR, JPI MEDIA

Finance and General Purposes  
Committee member, WARWICK  
UNIVERSITY

CHAIR, WIND HELLAS

CHAIR, YELL

## Overview

Parm Sandhu is Singapore based and has had a variety of roles in the international cable, media and telecoms industry during a dynamic 30-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 and is currently Managing Director of Tamita Singapore Advisors and on the Financial and General Purposes Committee of the University of Warwick.

## Approach

Parm believes that leadership excellence comes from within, 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 began his career after reading mathematics at Cambridge University. He has chaired Wind Hellas, JPI Media, Merapar Holdings and Datafirm, been a Non-Executive Director at Central European Media Enterprises, Eircom, and Yell, and spent 7 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 industries.

As Chair 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 five 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 the business 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 €400m to upgrade 8m households to fibre and delivered a 35 fold increase in EBITDA to €521m before its eventual sale to Liberty Global Inc in 2010 for €3.5bn.

## 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 to 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.