

ABOUT CHRISSEY DORN

Starting off in leading Five-Star Luxury Hotels, eight years of living abroad (UK, France), substantial travelling around the world, as well as speaking five languages (fluent in German, English, French, good knowledge in Italian, Spanish) has given Chrissy the best foundation to quickly understand foreign cultures and the clients she works with. How does it get any better than this?

Following her love for the great outdoors and rock-climbing, Chrissy switched the sports & outdoor industry in 1987, starting off in sales and later on running her own wholesale agency for reputable outdoor brands, amongst which Patagonia, Timberland, Wild Roses, Lowa. Chrissy was a key player in establishing a regional retail network in the UK, gaining consistent market share at yearly double digit growth rate. It was in particular Mountain Hardwear for whom in her role as EU Sales Manager, Chrissy was a strong contribution to the brand's distribution network.

During PUMA International's steep rise to being the world's most desirable sports lifestyle brand from 1999 to 2005, Chrissy as International Product Line Manager Women's Athletic Apparel and Men's & Women's Performance Apparel, increased sales in these categories at yearly double digit growth rates up to €60 Mio p.a..

In 2007, Chrissy founded her independent agency for PR & Business Development. Since day one, her brand portfolio has been showing renowned industry leaders and true mavericks: Nikwax, Páramo, Rab, Lowe Alpine, Timbuk2, Jetboil, Pertex, Superfeet, Hydro Flask and, a recent addition, Ticket to the Moon.

A few years ago, out of her deep love for nature and wanting to be a stronger contribution to our planet, Chrissy decided to give her consultancy work a strong focus on brands with a highly ethical and sustainable company ethos.

In her quest to turn people into brands and help brands radiate visibility, Chrissy did a side-step into the music industry and took on the project to expand the international brand presence of the two leading acoustic guitarists known as Café del Mundo.

For more detailed information on the above, please e-mail to: contact@chrissydorn.com.