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## J. Chris Parker

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**Objective:** Chris Parker brings 30-years of professional experience and practical management/marketing/operations skills to private and public enterprise. He has been an innovator in market research, business development and management, marketing, sales, communications, strategic planning, analysis, finance and problem-solving with a specialty in product positioning and consumer research.

**Experience:** **Parker Associates (Real Estate Marketing/Development Consultants) Jacksonville, FL**  
**Vice President - COO 1990 –Present**

Chris has dedicated 25 years to Parker Associates, a professional organization providing marketing and sales consulting services to both public and private real estate and resort developers, homebuilders, investors, institutions and government agencies. Initially established in 1982, Parker Associates has served over 500 clients in 33 states and 16 countries. Specialties include market research and analysis, real property due diligence, financial and fiscal impact modeling, consumer survey and focus group applications, new home sales training, real estate sales (David F. Parker, Broker see Parfam Realty), strategic planning for residential, commercial, healthcare, mixed-use and resort properties. Chris also oversees business and operations management.

**Parfam Realty / Market America Realty Jacksonville & Ft. Myers, FL**  
**Real Estate Sales/REO Specialist 2009-Present**

Chris is an active licensed Florida Real Estate Associate and leads the Parfam Realty Team serving home and land sellers and buyers as well as institutions (REO Specialist) transacting land, REOs, commercial and residential real estate in addition to his marketing consulting services.

**Tournament Players Association Tour (TPA Tour) Jacksonville, FL**  
**Advance Marketing and Operations Manager 1988-1990**

Traveled in advance to golf tournament locations to generate media attention and organize and manage tournament volunteers and contributed to marketing activities for prominent developmental professional golf tour (precursor to NIKE Tour).

**Arvida Corporation and Marriott Hotels Ponte Vedra Beach, FL**  
**Accounting Manager & Group Coordinator 1984 –1988**

Multiple management positions in resort hospitality, conference, and accounting operations, for Sawgrass Resort in Ponte Vedra Beach, FL (Arvida Corporation) as well as property transition to Marriott Hotel Resort Operations - Marriott Hotels.

**Education:** **1980 –81 - Bletchley College, Milton Keynes, U.K.**  
**1982-84 – Florida State College of Jacksonville (FJC) - (Business)**

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**References Available Upon Request**