



**PARM SANDHU** | MENTOR | MERRYCK

**CLIENT EXPERIENCE**

CHAUCER, SAGE GROUP  
NATIONAL EXPRESS

“Parm has changed my life – he has been a fantastic supporter, and friend, as well as being able to hit home with some hard truths.”

Divisional Commercial Director,  
FTSE 100 PLC

**OVERVIEW**

Parm has had a variety of roles within the European cable, media and telecoms industry. He has worked in general management, finance, strategy and corporate development during a dynamic twenty year period of change for the industry. He spent seven years in Germany as CEO of Unitymedia, building that business into Europe’s third largest broadband services provider under private equity ownership. He serves as a non-executive director and advises financial investors in the TMT sector.

**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 within team settings. Developing the ability to absorb and appreciate one’s environment is key to reaching a state of heightened awareness and performance.

**CAREER HISTORY**

As CEO of Unitymedia (Germany) Parm led an operational turnaround, multiple M&A transactions and integration efforts, the launch of new cable and satellite platforms to support the exploitation of sports rights and the successful implementation of new products that transformed the predecessor company of Unitymedia from a basic cable provider to one of Europe’s leading triple play cable franchises. The business invested over €300 million in a multi-year network upgrade programme and delivered a 35 fold increase in EBITDA to €521million before its eventual sale to Liberty Global Inc in 2010 for €3.5 billion. Before that Parm spent seven years in senior finance and strategy roles with Telewest Communications (UK) and Liberty Media (US/UK). Parm is a qualified ACA accountant with Price Waterhouse and a chartered marketer. He read mathematics at Cambridge University.

**PERSONAL**

Parm is married to Sharon with whom he has three daughters. The family split their time between their homes in West London and Switzerland, where they enjoy skiing and outdoor sports and pursuits. Parm is an energetic juniors’ hockey coach at the club where his daughters play and enjoys good food and wine.