



**CHRIS FAIR President, Resonance Consultancy Ltd.**

As president of IMI Marketing from 1999-2006, Chris was on the front-lines of the North American boom in resort real estate. Over the course of his career, Chris has led the envisioning, branding and marketing of more than 30 new communities and destinations such as Cap Cana, Reunion Resort & Club, The Cliffs at Keowee Springs, and East Village in the City of Calgary.



Chris has directed marketing programs for a wide range of clients such as The Related Group, The Trump Organization, Fairmont Raffles Hotels, Hyatt and Intrawest.

Chris holds a Masters of Technology degree in Studies of the Future from the University of Houston and has married his marketing expertise with futures methodologies to help a variety of clients envision and develop brands for new places, consumer products and organizations.

Chris has been featured in *Fast Company* magazine and presented to audiences at the Urban Land Institute, American Resort Development Association, the World Leisure Congress, World Future Society and others – sharing his insights on luxury trends and societal behavior. Chris recently spent extensive time studying the leisure and lifestyle habits of affluent Americans for the Luxury Institute.

Previously, Chris was the co-founder and president of Ryan & Deslauriers Communications in Montreal. Chris also served as President of Traveller Infomedia Corp., a North American publisher of travel and tourism guides for clients such as Tremblant and the National Parks of Canada. Chris is a bilingual Canadian who graduated from Montreal's Concordia University in 1993 with a Bachelor degree in Journalism and has lived in the United States since 1999. He was granted permanent residence in the U.S. as an "individual of extraordinary ability." He is a member of the Urban Land Institute, the World Leisure Organization, the Luxury Marketing Council, the Luxury Board, the World Future Society and the Association of Professional Futurists.

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