

PARM SANDHU

Major Career Roles

CEO, Unitymedia
Chair, Agility Beyond Space
Chair, Wind Hellas
Chair, JPI Media
Chair, Merapar Holdings
Chair, Hartley Technology
Chair, Dataffirm

Other Career Highlights

Non-Executive Director, Central European Media Enterprises
Non-Executive Director, Eircom
Non-Executive Director, Yell
Member of the Financial and General Purposes Committee, University of Warwick

Parm Sandhu is a Singapore-based business leader and private investor with over 35 years' experience across the constantly evolving international telecoms and media industry. He held a range of executive roles in general management, strategy and corporate development before building a broad portfolio as Chair and Independent Non-Executive Director, principally in private companies owned by financial sponsors, and as an investor.

Parm read mathematics at Cambridge University before embarking on a career in the cable industry, initially in finance and strategy roles before moving into broader leadership positions. Parm was CEO of Unitymedia for seven years in Germany, at the time Europe's third-largest broadband services operator under private equity ownership, leading the business through an operational turnaround, the launch of new digital platforms and multiple M&A transactions and post-merger integrations. Under his leadership Unitymedia upgraded 8 million households to fibre technology and increased EBITDA 35-fold to €521m, leading to the 2010 exit to Liberty Global Inc. for €3.5bn.

Parm has chaired or is currently chairing Agility Beyond Space, Hartley Technology, Wind Hellas, JPI Media, Merapar Holdings and Dataffirm, and has served as a Non-Executive Director at Central European Media Enterprises, Eircom and Yell. At Wind Hellas, he secured access to capital for the business against a deeply distressed Greek macroeconomic backdrop, enabling critical business investment. This allowed the management to double profitability in five years and ultimately for Parm to exit the investment through two separate transactions with Vodafone and United Group.

He has been an Executive Mentor for over a decade and is currently Managing Director of Tamita Singapore Advisors, in additional to his roles as chair of Agility Beyond Space and Hartley Technology and NED of Yell.

Parm brings deep cross-sector expertise in:

• Telecoms, media & technology – leading and governing complex TMT businesses across Europe and Asia, including large-scale broadband and digital platform operations.
• Private equity, M&A & value creation – driving turnarounds, infrastructure investment and successful exits in PE-backed environments and distressed markets.
• Board leadership & governance – chairing and serving on boards of international companies, aligning strategy, capital and execution across diverse stakeholders.
• Leadership effectiveness & self-awareness – helping senior leaders slow down, reflect and build the inner capability needed to make better decisions and sustain high performance.

Parm believes that leadership excellence comes from within and focuses on building deep self-awareness in the executives he mentors. In a busy, always-on world, he encourages leaders to slow down and reflect before acting, using that pause to generate more thoughtful, sustainable decisions. He emphasises the importance of truly absorbing and appreciating one's environment as a route to heightened awareness and performance, particularly in complex, fast-moving markets. His mentoring style blends commercial rigour and capital markets experience with a calm, reflective presence, giving senior leaders space to explore choices, test assumptions and commit to clear, long-term paths.