



## CURRICULUM VITAE LUT BEHIELS

**Marketing executive with more than 30 years experience from international record labels at Universal and EMI to European based cross-arts projects**  
**Strategic thinker with the ability to communicate and market cultural content in multiple languages and across geographic and demographic boundaries**

### PROFESSIONAL EXPERIENCE

#### **Vice President Marketing Classics**

##### **Warner Classics & Erato - 2016 to now**

- . Implements the international marketing and social media strategy for Core Classics
- . Develops priorities based on data driven approach
- . Works with the artists, managers, Warner teams to develop audience reach for artists and genre
- . Leads the international core marketing team based in Paris
- . currently working on the campaigns for J.J. Orlinski, Pene Pati, Alexandre Tharaud, Nemanja Radulovic, Gautier Capucon, Fatma Said, .....

##### **Free lance consultant international marketing for classical music and arts– 2016 to 2016**

Consultancy for Warner Classics and Erato in Paris, strategy development for priority projects such as Joyce DiDonato's *In War and Peace*, P. Jaroussky's *Bach & Telemann project*.

##### **Universal Music – 2010 to 2015**

Universal Music Group is the global music leader, with operations in 60 territories and is a fully owned subsidiary of Vivendi.

##### **Director, International Marketing Classics**

- . Implements international integrated marketing and PR campaigns worldwide
- . Forecasts worldwide digital and physical sales expectations, analyses and observes the markets
- . Develops relationships with artists, managements, classical marketing teams in the Universal Operating Companies, and other stakeholders in the classical and broader cultural field
- . Plans yearly 40 international albums/ downloads in cooperation with the Artist & Repertoire teams, Universal operating companies & artist managers
- . Conceives the international online strategy for priority projects with e-commerce players as iTunes, Amazon, Quobuz
- . Reports to the international board
- . Leads the Universal Classics International Marketing and Promotion team in Berlin
- . Reviews the local traditional and digital marketing plans for international priority projects
- . Oversees B2B communication, coordinates the work of freelance writers, translators

Conducted the campaign of Anna Netrebko's *Verdi* album, Deutsche Grammophon's best selling classical album in 2013, organized launch event in Salzburg for media and retail.

Managed successfully the *St Petersburg* project for Cecilia Bartoli, in 2014 and the *Aranjuez* campaign for Miloš Karadaglić, establishing him worldwide as one of the leading guitarists.

##### **Deutsche Grammophon – 2007 to 2010**

Deutsche Grammophon is the world's leading classical music label and is a part of Universal Music Group.

##### **Head of international marketing and promotion Deutsche Grammophon**

- . Responsible for the international marketing and promotion team in Hamburg

- . Plans the marketing budgets and coordinates the marketing activities with the operating companies
- . Conceived and commissioned the marketing tools such as electronic press kits, TV spots, podcasts

Developed the *111* branding campaign celebrating the 111th anniversary of Deutsche Grammophon in 2009. Conducted the release campaign of Sting's *If on a Winter's Night*, which went Gold in Germany and sold 1.500 000 albums worldwide.

#### **Universal Music Belgium – 2000 to 2007**

##### **Marketing Director Classics & Jazz**

- . Responsible for achieving the classics & jazz budget in Belgium
- . Develops local marketing and promotion strategies for the priorities of following labels: Deutsche Grammophon, DECCA, Verve, ECM records & Emarcy
- . Forecasts, develops local strategic projects & partnerships with key media, concert promoters, key accounts

#### **Bruxelles/Brussel 2000, European City of Culture – 1998 to 2000**

##### **Communication Manager**

- . Communicates Brussels 2000's activities through international and national media
- . Plans and organizes all press conferences, press meetings, newsletters and press kits

#### **Virgin Classics – 1996 to 1998**

##### **International Marketing Director Virgin Classics**

- . Responsible for the international marketing strategy of the label at the head office in Paris
- . Communicates all release and artist information to international EMI territories
- . Develops cover artwork, POS, commissions designers and agencies
- . Liaises with artists and managers regarding marketing concepts and PR strategies

#### **EMI and Virgin Classics Holland & Belgium – 1994 to 1996**

##### **Classical Marketing Manager**

- . Responsible for achieving the classics budget in Benelux

#### **1992 – 1994: Product Manager EMI and Virgin Classics**

#### **1991 – 1992: Junior Product Manager EMI Classics**

#### **1987 – 1991: Promotion Manager, EMI Belgium**

#### **1986 – 1987: Advertising Manager, Publicarto**

<b>EDUCATION</b>
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**1982 – 1986:** Licence in Science of Communication, Free University of Brussels

**1991 – 1992:** 3<sup>rd</sup> cycle in Marketing & Advertising at Ecole de Commerce Solvay, Brussels

**2003:** Advanced Marketing programme at INSTIMA, Brussels

**2015:** German course, Goethe-Institut Berlin, Level C1

**2016:** Various workshops and seminars in social media, online marketing, SEO

**Languages:** Dutch (native), French, English and German

Notions of Italian

<b>HOBBIES</b>
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Literature, dance, ballet, travelling, drawing, music, cooking, fashion, walking

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Brussels, 2 July 2024

Lut Behiels

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