


INFORMAZIONI PERSONALI

Lutgart Behiels

 Berlino (Germania)

POSIZIONE RICOPERTA

Vice President Marketing at Warner Classics and Erato

ESPERIENZA
PROFESSIONALE

10/2016–alla data attuale

Vice President Marketing

Warner Classics and Erato, Paris, Berlin

- Defining international marketing strategy for Warner Classics and Erato
- Develop priority policy
- Current projects include e.g. Joyce DiDonato's most recent album "In War and Peace, Harmony through Music"

05/2016–09/2016

International marketing for classical music

Consultant

Consulting international strategy for classical labels and musicians

10/2010–10/2015

International Marketing Director

Universal Music

- Implementation and review of international priority campaigns worldwide
- Forecasting of worldwide sales expectations
- Develops relationships with artists, managements and classical marketing teams
- b2b communication

2007–2010

Head of international marketing and promotion

Deutsche Grammophon

2000–2007

Marketing director Classics & Jazz

Universal Music Belgium

1998–2000

Communication Manager

Brussel/Bruxelles 2000, Bruxelles (Belgium)

1996–1998

International marketing director

Virgin Classics

1994–1996

Benelux manager classics

EMI Music Holland & EMI Music Belgium

1991–1994

Product manager EMI Classics

EMI Music Belgium

1987–1991

Promotion manager

EMI Music

ISTRUZIONE E FORMAZIONE

1982–04/1986 **Master's Degree, Mass Communication/Media Studies**
Free University of Brussels, Brussels (Belgium)

COMPETENZE PERSONALI

Lingua madre Dutch

Lingue straniere	COMPRESIONE		PARLATO		PRODUZIONE SCRITTA
	Ascolto	Lettura	Interazione	Produzione orale	
French	C1	C1	C1	C1	C1
English	C1	C1	C1	C1	C1
German	B2	B2	B2	B2	B2

Livelli: A1 e A2: Utente base - B1 e B2: Utente autonomo - C1 e C2: Utente avanzato
Quadro Comune Europeo di Riferimento delle Lingue

ULTERIORI INFORMAZIONI

Trattamento dei dati personali I authorize the processing of personal data contained in my curriculum vitae based on art. 13 of Legislative Decree 196/2003 and art. 13 of EU Regulation 2016/679 concerning the protection of individuals with regard to the processing of personal data.

17/05/2019

