

MARKETING & COMMUNICATION FORUM

Storytelling & Engagement

24-26 April 2025, Teatro Real, Madrid

Country	Town	Company	Name	Title
Belgium	Brussels	La Monnaie / De Munt	Helena Conzuelo Caballero	Digital Marketing Officer
Belgium	Brussels	La Monnaie / De Munt	Pieter Claes	Social Media Manager
Belgium	Brussels	Opera Europa	Aline Chif	Communications & Operations Manager
Belgium	Brussels	Opera Europa	Luke O'Shaughnessy	Associate Director, OperaVision
Belgium	Brussels	Opera Europa	Matthieu Fons	OperaVision Platform Manager
Belgium	Liège	Opéra Royal de Wallonie	Frédérique Trillet	Coordinator to the head of Communications
Belgium	Liège	Opéra Royal de Wallonie	Gerlando Crapanzano	Box office Manager
Belgium	Liège	Opéra Royal de Wallonie	Sophie Roman	Digital Manager
Czech Republic	České Budějovice	South Bohemian Theatre	Natálie Ponec	Marketing & Social media specialist
Czech Republic	České Budějovice	South Bohemian Theatre	Ondřej Hellebrant	Marketing & PR specialist
Estonia	Tallinn	Estonian National Opera	Maarja Pärn	Advertising Manager
Estonia	Tallinn	Estonian National Opera	Rein Mikk	Marketing & Communication Manager
Finland	Helsinki	Finnish National Opera & Ballet	Katja Jokinen	Communications Manager
Finland	Helsinki	Finnish National Opera & Ballet	Liisa Riekk	Communications Director
Finland	Helsinki	Finnish National Opera & Ballet	Miina Malkki	Digital Communications Specialist
France	Montpellier	Opéra Orchestre national Montpellier	Audrey Brahimi	Digital Communications & Project Manager
France	Paris		Maxime Froissant	Writer, Copywriter & Consultant
France	Paris	Opéra Comique	Juliette Tissot-Vidal	Head of Digital development
France	Paris	Opéra national de Paris	Laurine Gandubert	Deputy Marketing Manager
France	Paris	Opéra national de Paris	Sophie Gavriloff	Head of Customer Experience & Marketing
France	Paris	Réunion des Opéras de France	Paola Scotton	Coordinator

Germany	Cologne	Oper Köln	Jan Stangier	Head of Marketing
Germany	Frankfurt	Oper Frankfurt	Anne-Marie Antwerpen	Digital Marketing Specialist
Germany	Frankfurt	Oper Frankfurt	Linda Herrmann	Marketing Director
Germany	Hamburg	Hamburgische Staatsoper	Teresa Grenzmann	Print & online Editor
Germany	Karlsruhe	Badisches Staatstheater Karlsruhe	Hannah Sauerwald	Social Media Manager
Germany	Karlsruhe	Badisches Staatstheater Karlsruhe	Maren Dibbel	Marketing Manager
Germany	Karlsruhe	Badisches Staatstheater Karlsruhe	Nico Enger	Head of Marketing & Communications
Germany	Leipzig	Oper Leipzig	Freya Woidniok	Marketing & Digital Communications Officer
Germany	Nürnberg	Staatstheater Nürnberg	Anna Ermann	Head of Marketing & Communications
Greece	Athens	Greek National Opera	Christina Arseni	Head of Cultural Marketing
Greece	Athens	Greek National Opera	Vasileios Louras	Head of Marketing & Communications
Ireland	Dublin	Irish National Opera	Lea Försterling	Digital Communications Executive
Ireland	Dublin	Irish National Opera	Sorcha Carroll	Communications Manager
Italy	Bologna	Teatro Comunale di Bologna	Maurizio Tarantino	Head of Marketing & Communications
Italy	Bologna	Teatro Comunale di Bologna	Serena Facioni	Marketing & Communications
Italy	Cremona	Teatro Ponchielli	Francesca Faelutti	Digital & New media
Italy	Milan	Accademia Teatro alla Scala	Katiuska Rangel	Marketing, Sponsoring & Fundraising department
Italy	Milan	Teatro alla Scala	Luca De Zan	Social Media officer
Italy	Torino	Teatro Regio Torino	Marcello Ronchei	Director Marketing & Fundraising
Italy	Venice	Palazzetto Bru Zane	Paola De Troia	Head of Communication
Italy	Venice	Palazzetto Bru Zane	Viviana Bianchi	Marketing & PR Coordinator
Latvia	Riga	Latvian National Opera & Ballet	Monta Tīgere	Marketing & Communications Director
Lithuania	Klaipėda	Klaipėda State Music Theatre	Justina Mikniuviene	Head of Marketing & Communications
Lithuania	Klaipėda	Klaipėda State Music Theatre	Kristina Cvetkove	Marketing & Communications Advertising Manager
Lithuania	Klaipėda	Klaipėda State Music Theatre	Veronika Janatjeva	Content & website editor
Luxembourg	Luxembourg	Les Théâtres de la Ville de Luxembourg	Yasmine Kauffmann	Communications, Marketing & Press officer
Norway	Oslo	Norwegian National Opera & Ballet	Kenneth Fredstie	Director of Marketing & Communications
Oman	Muscat	Royal Opera House Muscat	Afrah Ahmed ALTamimi	Graphic Designer Supervisor

Oman	Muscat	Royal Opera House Muscat	Awatif Nasser Al Amri	Head of Press & Media department
Oman	Muscat	Royal Opera House Muscat	Balkees Mubarak Al Saadi	Advertising Supervisor
Poland	Poznań	Opera Poznań	Magdalena Ośko	Head of Promotion & Marketing
Poland	Warsaw	Teatr Wielki - Polish National Opera & Ballet	Dominika Wrzesińska-Kołąk	Head of Marketing
Spain	Madrid	Accenture Song	Borja Lizárraga	Managing Director
Spain	Madrid	Publicis Group Spain	Tomás Navarro Pujol	Chief Strategy Officer
Spain	Madrid	Teatro Real	Araceli Sebastián	Head of Digital Marketing & Strategy
Spain	Madrid	Teatro Real	Curro Ramos-Zaldívar	Director of Marketing, Sales & Customer Experience
Spain	Madrid	Teatro Real	Inés Muñoz Torre	Marketing & Advertising Analyst
Spain	Madrid	Teatro Real	Lucía Naveiro Grande	Audiovisual Projects & Strategy Department
Spain	Madrid	Teatro Real	Marco Antonio Ayala	Head of International Strategy
Spain	Palma	Teatre Principal de Palma	Ana Murillo Ferrer	Communications Department
Spain	Palma	Teatre Principal de Palma	Bartomeu Homar	Director of Communications
Spain	Santa Cruz de Tenerife	Auditorio de Tenerife	Blanca Campos	Marketing Coordinator
Spain	Sevilla	Teatro de la Maestranza	Cristina Delgado Alemán	Head of Marketing & Digital Communications
Sweden	Göteborg	GöteborgsOperan	Ing-Marie Persmo	Sales & Marketing Director
Sweden	Göteborg	GöteborgsOperan	Lena Jaksch	Head of Communication
Switzerland	Zurich	Opernhaus Zürich	Bettina Auge	Head of Communications & Press
Switzerland	Zurich	Opernhaus Zürich	Susanne Lutz	Head of Marketing
United Kingdom	Leeds	Opera North	Jessica Fitton	Social Media Specialist



NEXT STAGE initiative in collaboration with FEDORA