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5-8 June 2018, Palais des Festivals, Cannes

PRESS RELEASE

**CITI MARKETING SUPREMO JENNIFER BREITHAUPT
TO KEYNOTE AT MIDEM 2018**

HOW MUSIC & BRANDS CAN HIT THE RIGHT NOTE TOGETHER



Paris, 21 November 2017 – Jennifer Breithaupt, Global Consumer Chief Marketing Officer, **Citi**, is the first keynote speaker confirmed for [Midem 2018](#).

Midem, the home of the Global Music Community, takes place from 5-8 June 2018, bringing together artists, labels, publishers, and managers for four days of concerts, deal-making, lively debate and networking in Cannes, France.

Jennifer Breithaupt is one of the leading brand executives in the music industry, and was named Executive of the Year in Billboard's 2017 Branding Power Players List, and number 29 in Billboard's 2017 Power 100 List.

At Midem, Breithaupt will share her expertise mixing music, branding, and technology, and will describe where new opportunities can be found in the field of music and brands. She will explore how the power of digital innovation can secure bigger and better deals between brands and bands, leading to the creation of authentic brand experiences using music.

As Global Consumer Chief Marketing Officer at banking and financial services giant Citi, Breithaupt oversees a team focused on crafting distinctive, impactful campaigns that differentiate the US bank's industry-leading card products and driving long-term brand loyalty with Citi cardmembers across the globe.

Breithaupt also leads Citi's entertainment access programme, Private Pass, which brings cardmembers closer to their favourite artists through curated offerings and VIP experiences (lounge access, exclusive meet-and-greets, etc.). Through Private Pass, Citi offered cardmembers access to more than 12,000 events in 2017 with the world's biggest artists, including Katy Perry, Coldplay, Lady Gaga, Guns N' Roses, Metallica, Sting, and The Chainsmokers. Breithaupt has also spearheaded several successful multi-year partnerships, including the Citi Concert Series on TODAY with NBC and Live Nation Entertainment.

An unrivalled event for the international music industry, Midem 2018 is set to bring together music executives and artists from some 80 countries worldwide for four days of showcase concerts, conferences, and networking opportunities. The event will once again feature the Midem Artist Accelerator to fast-track new talents onto the international stage, along with the 11th edition of Midemlab, the international pitching competition for innovative music-related startups, plus the new Midem Awards and the inaugural Emerging Market Forum, which will put the emphasis on new markets with strong growth potential, notably on the African continent.

About Reed MIDEM - Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the **television and digital content** industries; MIDEM in Cannes for **music** professionals; Esports BAR in Cannes and in Miami for the **esports** business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York for the **real estate** industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the **retail real estate** sector.

About Reed Exhibitions - Reed Exhibitions is the world's leading events organiser, with over 500 events in over 30 countries. In 2016 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.

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