

Leen Gysen
Managing Partner IPARC
(International Platform Art
Research & Conservation)

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CURRENT OCCUPATIONAL ACTIVITIES

A marketing and communications professional Leen Gysen strives to always team-up management skills and know-how with a love and passion for the cultural, artistic and creative product. She runs seminars in strategic marketing, branding and digital communications in both profit and non-profit. IPARC aims –within one business unit- to develop its product offering in conservational services (targeted at museums, private collections and churches) as well as analysis and research. The second business unit houses interim management and management support for arts organisations and creative industries, in Belgium and abroad.

PROFESSIONAL EXPERIENCE

Managing partner IPARC cvba (December 2008-Present): interim management and management support for creative industries & the arts

CEO Xenarjo cvba (co-operative company) (March 2009-June 2011): owner, host and developer of content driven social networks that enable consumers to write “scenario’s” within social media for a better and richer life in terms of health, culture, mobility, travel and professional re-integration for 50 plus

Director Marketing, Communication and Sales, Centre for Fine Arts (www.bozar.be), Brussels, Belgium (January 2004-February 2009)

Corporate Marketing Communications Director, European network and systems integrator Heverlee, Belgium (Telindus, December 1997-December 2003)

Researcher Sagalassos Archaeological Project Catholic University Leuven, Belgium (KULeuven October 1993-October 1995)

EDUCATION

Catholic University of Leuven, Belgium

Master of Arts (Archaeology & Art History), completed June 26 1993 (4-year programme)

EHSAL Business School Brussels, Belgium

Master Business Administration completed June 1998 (2-year programme)

VLERICK Business School Leuven-Ghent, Belgium

In-company Strategic Management Course, completed 2001 (1-year programme)

Various technology and management skills courses

LANGUAGES

Dutch: native tongue

English: fluent, active knowledge

French: fluent, active knowledge

German: basic knowledge

Italian: notions

Turkish: basic knowledge