

VÉRONIQUE LOUYS

Senior Festival Operations Director
Live Entertainment Executive
Founder of StageWhispr

📍 Belgium / Luxembourg
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EXECUTIVE PROFILE

International live entertainment executive with more than 20 years of experience leading large-scale festival operations, artist production, logistics, hospitality and cross-functional event delivery across Europe and Africa.

Proven track record managing complex festival environments involving artists, booking agencies, suppliers, hotels, transportation providers, technical crews, hospitality teams and operational stakeholders.

Successfully coordinated more than 210 artist performances across a single festival edition, managed accommodation programs involving 22 hotels simultaneously, directed transportation operations involving 40 drivers and 35 vehicles, coordinated teams of up to 200 personnel and contributed to productions exceeding €8 million in operational scope.

Founder of StageWhispr, an event operations platform designed to improve communication, workflow management and operational memory within the live entertainment industry.

Recognized for operational leadership, crisis management, stakeholder engagement and the successful delivery of high-profile live experiences in demanding international environments.

CORE COMPETENCIES

Event & Festival Operations

- Festival Operations Management
- Live Event Production
- Multi-Site Event Delivery
- International Event Logistics
- Operational Planning & Execution
- Risk & Crisis Management

Leadership & Stakeholder Management

- Cross-Functional Leadership
- Team Management
- Stakeholder Engagement
- Vendor & Supplier Management
- Agency & Artist Relations
- Strategic Coordination

Artist & Hospitality Operations

- Artist Relations
- Artist Logistics
- Hospitality Management
- Accommodation Programs
- Transportation Management
- Accreditation Management

Business & Strategy

- Budget Oversight
- Contract Administration
- Process Improvement
- Operational Strategy
- Workflow Design
- SaaS Product Vision

PROFESSIONAL EXPERIENCE

LES ARDENTES FESTIVAL | Belgium

Head of Artistic Production

2025

One of Europe's largest music festivals welcoming more than 80,000 attendees per day.

- Led artist operations and production coordination for 210 artist performances across four festival days
- Managed artist logistics, accommodation, hospitality, transportation and accreditation
- Directed transportation operations involving 40 drivers and 35 vehicles
- Coordinated operational workflows between production, transport, hospitality, finance and technical departments
- Managed relationships with international booking agencies, artist managers and production representatives
- Supervised artist tax compliance and contractual documentation
- Coordinated more than 50 suppliers and operational partners

Key Figures

- **80,000+ attendees/day**
- **210 artist performances**
- **40 drivers**
- **35 vehicles**
- **50+ suppliers**

LES ARDENTES FESTIVAL | Belgium

Production Manager

2022 – 2025

- Coordinated large-scale festival operations across multiple departments
- Managed artist services, hospitality, logistics and supplier relationships
- Supported planning and execution for one of Belgium's largest music festivals
- Facilitated communication between artistic, technical and operational stakeholders

CAPRICES FESTIVAL | Switzerland, Gstaad & Tanzania

Operations & Logistics Director

2004 – 2024

International electronic music festival operating across Switzerland and East Africa.

- Directed logistics and operational delivery across multiple international editions
- Managed accommodation programs involving 22 hotels simultaneously
- Coordinated transportation, hospitality, supplier management and venue operations
- Managed relationships with local authorities, tourism partners, hotels and production vendors
- Coordinated international artist logistics and VIP services
- Supervised operational teams of up to 200 personnel
- Contributed to productions exceeding €8 million in operational scope

ESPERANZAH! FESTIVAL | Belgium

Production Manager

2012 – 2024

- Managed artist production and operational planning
- Coordinated hospitality, scheduling, logistics and supplier relationships
- Collaborated with technical, communication and operational teams
- Supported festival operations serving approximately 15,000 attendees daily

COULEUR CAFÉ FESTIVAL | Belgium

Production Manager

2008 – 2014

- Managed artist logistics, accommodation and hospitality operations
- Coordinated international travel and production requirements
- Acted as liaison between artist representatives, suppliers and production teams
- Supported operations for approximately 30,000 attendees daily

BALKAN TRAFIK FESTIVAL | Belgium

Production Manager

2014 – 2022

- Oversaw operational planning and production execution
- Coordinated artists, logistics providers and hospitality services
- Managed supplier and stakeholder relationships

ENTREPRENEURIAL EXPERIENCE

STAGEWHISPR

Founder & Industry Product Lead

2025 – Present

StageWhispr is a SaaS platform designed specifically for festival and live event production teams.

Created from over 20 years of field experience, the platform aims to solve one of the industry's most common operational challenges: the loss of information across emails, spreadsheets, messaging platforms and staff turnover.

Responsibilities

- Defined the product vision and operational architecture
- Designed workflows based on real festival production environments
- Identified communication bottlenecks affecting artist coordination, logistics and production teams
- Built functional specifications for future software development
- Conducted industry research and validation with festival professionals
- Designed solutions focused on operational memory, workflow tracking and communication efficiency

Key Areas

- **Event Operations Technology**
- **Workflow Design**
- **Process Improvement**
- **Operational Memory Management**
- **Product Strategy**
- **SaaS Development**
- **Knowledge Management**

CAREER HIGHLIGHTS

- **20+ years in international live entertainment**
- **Operations leadership across Europe and Africa**
- **210 artist performances coordinated in a single festival edition**
- **22 hotels managed simultaneously**
- **40 drivers and 35 vehicles coordinated**
- **Teams of up to 200 personnel supervised**
- **Operational involvement in productions exceeding €8 million**
- **50+ suppliers and service providers managed**
- **Festivals ranging from 5,000 to 80,000+ attendees per day**

EDUCATION

Event Management – ESM Geneva, Switzerland

Marketing & Management – CEFCO Lausanne, Switzerland

Accounting & Law – CEFCO Lausanne, Switzerland

Film & Dramatic Arts – CINECOURS Québec, Canada

LANGUAGES

French — Native

English — Fluent (C1)

Dutch — Intermediate (B1)

TECHNICAL SKILLS

Microsoft Office Suite

Google Workspace

Canva

Adobe Acrobat

Project Coordination Tools

Budget & Administrative Management Systems

