

Ieva Irbina

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ARTIST & CREW LOGISTICS LEAD | EVENT PRODUCER

Highly experienced strategic Event & Logistics Lead with a demonstrated history of working in the live event and festival industries. Able effectively prioritize workload on multiple projects & events simultaneously and thrive in highly stressed, fast-paced and intense schedule that this industry can offer. I have been known as a “warrior” to turn my hand to almost anything given the chance. Have a proven track record in designing, developing and executing crew & artists logistics operations from boutique to large scale events. I have developed initiatives now engrained in the day-to-day operations across multiple events and departments simultaneously. I love nothing more than a challenge and relish in both the opportunity and success of one. I am always up for new adventures and challenges in different corners of the world.

KEY COMPETENCIES

Artist & Crew Logistics - advancing, planning & execution
Team Building, Training & Leadership

Strategic Planning & Innovation
Finance: Budgeting, Forecast & Settlement

Event Lead & Production
Critical thinking & Decision making & Problem solving

REFERENCES

Metallica's PM - John Mulder in TPiMEA article on Metallica at MDLBEAST Soundstorm: “The PM was also complimentary about the logistics, and he reserved special praise for one person in particular. “The festival has thousands of workers, but there was one person I was so impressed with: Ieva Irbina [Artist and Crew Logistics Lead at Ginger Owl]. She had 250 vehicles to take care of, yet she remained completely calm. I would say she represents the festival as a whole – calm, organised, spot on.” Article: February / March 2024 // # 046 [🔗: https://lnkd.in/evzqdKQR](https://lnkd.in/evzqdKQR)

Having worked with Ieva for several years, I can attest to her extraordinary ability to manage the unexpected gracefully and efficiently. Her proactive communication skills are unparalleled, ensuring everyone involved is well-informed and prepared for any eventuality. Her foresight in anticipating challenges and her quick thinking in resolving them at the last minute has been instrumental in maintaining the high standards and success my artist. Her resilience and adaptability are not just impressive; they are inspirational. Ieva is an invaluable asset to any team, turning potential crises into triumphs with her exceptional skills and dedication. **Wisa Chhay - R3HAB agent, EP & Creative League**

A true professional. An absolute pleasure to work with. An immediate hire. You'll never regret it. Helen **Hels Bells Smith, Events Logistics Manager - MDLBEAST**

The hardest working person I know! The work Ieva can do and the knowledge she holds is second to none. On Soundstorm she manages all the logistics for thousands of crew and artists covering everything from visas, flights, hotels, ground transport, helicopters and more! For Azimuth festival this is in a remote part of Saudi Arabia in AlUla and she manages all the logistics on this. She is an incredible logistics specialist and would be an asset to any tour or production of any size. She would be an incredible tour manager or production coordinator too! **Astrid Anderson, AL Manager**

More references upon request

PROFESSIONAL EXPERIENCE

Artist & Crew Logistics Strategic Lead, Project Manager - Freelance

Oct 2021 - Present

Client: Ginger Owl Production, MDLBEAST, productionglue (A TAIT Company) and others

Leading the Artist & Crew logistics across different events, from boutique to large scale, with up to 2000+ event production crew and 200+ artists.

Leading on logistics planning, advancing & execution, including international travel (visas & flights), accommodation, show-related ground transportation (and helis), security (police escorts, close protection), and accreditation. Developing and putting into action an operational logistics plan. Building, training, and leading Crew & Artist logistics teams; liaising with external and internal departments and suppliers to best cater to logistics-related needs; sourcing suppliers to achieve cost-efficient higher-calibre services. Budgeting, planning and settling budgets from small to over \$25M.

Events:

Formula 1 after race shows, Jeddah, Saudi Arabia, 2021, 2022, 2023, 2024

Formula E after race shows, Riyadh, Saudi Arabia, 2022, 2023, 2024

Qatar World Cup 2022, Doha, 2022 Nov-Dec - 28 shows

Festival "Balad Beast", Jeddah, Saudi Arabia, 2022

Festival "Soundstorm", Riyadh, Saudi Arabia, 2021, 2022, 2023

Music conference "XP", Riyadh, Saudi Arabia, 2021, 2022, 2023

Saudi games opening ceremony, Riyadh, Saudi Arabia, 2022

Festival "Azimuth", AlUla, Saudi Arabia, 2022, 2023

Series of concerts for 8 weeks "Gamers 8", Riyadh, Saudi Arabia, 2022, 2023 and others

Intersatge VIP hospitality manager

June 2023

Glastonbury Festival 2023 (UK), Library Productions Limited

Project Manager & Local Promoter & Event Logistics

Jan 2012 - Present

Client: Live Nation (Latvia), Positivus Music (Latvia), 8 Days a Week (Baltics)

Live event strategic planning & executive, event logistics, local promotion including sponsorship, brand activation, ticketing: Kings of Leon, Nine inch Nails, Imagine Dragons, Muse, Bastille, Depech Mode, Roger Waters, Rag'n'Bone Man, Jack White, Mac DeMarco, Arcade Fire, Jungle, Tom Odel, Disney On Ice, Lana Del Ray and others.

COO & Executive Producer

Aug 2018 - September 2023

Hanzas Perons || Live event venue management

Leading the venue business development and operations, including building, training and mentoring the team, working with critical vendors and clients, programming and overseeing event production. Reporting to stakeholders, including forecasting and budgeting. Developing sponsorship strategy and brand activation. Being in charge of the venue renovation from the live event operations perspective, implementing necessary solutions for effective event production.

Industry Awards: * Best live event venue 2019, 2020, 2021, 2022; * National TV and Radio award as the best new Cultural venue

Positivus Festival, Latvia || Festival Director & Executive Producer & Event Ops

Jan 2012 - Aug 2018

Co-Partner starting 2017: FBI (partner of Live Nation Estonia)

Leading the team in the festival's strategic planning, logistics and production including site planning and production, vendor selection, ticketing, budgeting, Artist Liaison, H&S and security, marketing, PR and media relations, and sponsorship.

3 days, 5 stages + camping ground, 150+ artists, up to 30 000 GA per day

Major acts like Kraftwerk, Kasabian, Robert Plant, Iggy Pop, Ellie Goulding, Pixies, Elbow, Sigur Ros, Imagine Dragons, Placebo, The Prodigy, Nick Cave And The Bad Seeds, The 1975, Underworld

Industry Awards: Two years shortlisted as Best Medium-Sized Festival, Europa Festival Awards

Head of Accreditation and Innovation development**Oct 2017 - Aug 2018**

Event: XXVI Latvian Song and XVI Dance festival, Inscribed on the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO

Accreditation and digital innovation development lead, responsible for systems strategic development, day-to-day operations lead involving wide function teams such as stakeholders, government entities, IT developers, 43000 participants, event production teams, F&B, accommodation and venue security teams. Building, training and leading teams across 60 events, covering multiple functions.

Leo Burnett (Publicis Group) || Head of Strategic Planning and Business Development, Managing Director**Jan 2006 - Nov 2011**

Leading business development and daily operations, including building, training and mentoring team, working with significant accounts on brand strategies, creative concepts and tactical solution development. Leading brand development and innovation workshops for clients, including senior management, board members and stakeholders.

DDB Latvia || Senior Account Manager & Creative Lead**2004 - 2006**

Successfully managed global, national and regional clients including pitching, strategy & planning, budgeting, creative team lead, execution, evaluation, media planning.

INDUSTRY & VOLUNTEER WORK

Common Ground || Community center for Ukrainians in Riga || Co-founder**Mar 2022 - Present**

A non-profit social initiative of art professionals, activists and volunteers, whose goal is to help everyone who was forced to leave their homes due to the war in Ukraine. A place for open communication between people who share a common experience. A platform for activities that will help adults find balance and will be useful and interesting for children.

Co-Chairwoman, Ministry of Culture in Latvia**Apr 2020 - Present**

Latvian Council of Event Organizers and Event Producers, Ministry of Culture
Lead lobby during Covid-19 liaising with the government institutions to ease the restrictions and create support programmes and mechanisms of 10 million EUR.

Industry Awards: * The Award for Excellence and Industry Support during Covid-19 - Year 2021; * Riga City Council award - Citizen of the Year and Industry Support during Covid-19 - Year 2021

Co-Chairwoman, LaPPA - Event industry Association**Apr 2022 - Present****Co-Chairwoman, LPNVA - Event Venue Association****Apr 2021 - Present**

EDUCATION

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| Aalto University, Business of Culture | Sep 2021 - May 2022 |
| Rigas Stradins University, Master's Degree, Social Anthropology | Sep 2012 - May 2016 |
| Rigas Stradins University, Master's Degree, Political Science | Sep 2005 - May 2006 |
| University of Latvia, Bachelor Degree, Law | Sep 2002 - May 2006 |
| Rigas Stradins University, Bachelor Degree, Social Science | Sep 2000 - May 2004 |