

Eileen Horowitz Bastianelli

Based in Paris, with a rich global C-Suite network, Eileen Horowitz Bastianelli has worked in a variety of content-oriented fields and has a rare perspective on the opportunities and interdependencies of our global marketplace. She has successfully created, financed, produced, and applied her content monetization expertise across all screens.

Eileen has launched a number of new business units for international private and public companies and advised some of the world's most prominent media groups, agencies, telcos, and political organizations including Lion's Gate, Orange, Comcast, and Canal+, BBDO, and Elite World.

As a television executive, Eileen secured \$30+M in funding for a number of international movies and miniseries. She also set up and managed a content entity at BBDO's content entity working with global brands including PepsiCo, L'Oreal, and Masterfoods.

In 2008 she produced a PSA with Gwyneth Paltrow to get out the overseas vote, and set up and ran Social Media for Democrats Abroad in 2012, targeting 6M+ Americans overseas through data-mining and digital initiatives.

She created and launched Elite Entertainment. As President and partner of this Elite World subsidiary, Eileen developed and expanded the brand working with 55 offices worldwide. Elite World was acquired in 2011.

Eileen advises CEOs on digital strategy, positioning and acquisitions. She recently produced "On the Road with...will.i.am", advised the CEO of Elan-Edelman France in transition/international positioning, oversaw a US acquisition strategy of agencies for a French media group. She is Executive Director External Affairs for 1 Heart 1 Tree, a monumental artwork for Climate Change in association with the UN. After the success at the COP21 on the Eiffel Tower in Paris, the work will go on global road show.

Raised in Los Angeles, she has been based in Paris since graduating from UC Berkeley. Eileen has spent her career working around the globe, connecting people and businesses. She is a regular speaker at industry festivals and conferences.

Eileen is passionate about content, social change, technology, and innovation.



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