

GLORIA BARDI

Consultant, Management Consulting



Gloria graduated cum laude from Bocconi University in Milan (Italy) holding a Master Degree in "Management and Economics of Arts, Culture, Media and Entertainment". Her educational background is focused on the management and administration of museums, enabling her to appreciate the specific questions related to the strategic positioning and operations of these institutions.

Primarily interested in the role that cultural institutions can play in fostering economic and creative vitality in an entire region, Gloria participated in several research projects aimed at analyzing the effects generated by the presence of relevant cultural institutions, both in terms of economic spillovers and socio-demographic impact.

Since joining Lordculture in January 2010, Gloria has worked on the strategic, operational and financial aspects of several projects. Particularly, Gloria realized feasibility studies (Magnum Heritage Foundation in Paris, Heydar Aliyev Center in Baku in Azerbaijan) as well as market analyses and prospective visitor studies (Maison de l'histoire de France in Paris).

Gloria has developed specific expertise in the fields of governance, human resources and business planning (Centre culturel et touristique du vin in Bordeaux, France) through her work with Lordculture. She audited the strategic and financial results of several cultural institutions in order to deliver strategic recommendations for the optimization of the economic, operational and artistic management of these structures (Pôle lyrique, symphonique et chorégraphique de Lorraine).

Finally, Gloria has significant experience in the financial, operational and governance aspects linked to the integration of cultural components within wider centre comprising retail and leisure activities (EuropaCity in Paris).