

Maria Fernandez Sabau

Director



Maria Fernandez Sabau is a co-founder of Lordcultura, the Spanish company of the Lord Cultural Resources group with Gail and Barry Lord.

She studied political science and business administration at ICADE and started her professional career at two leading global banks, UBS and BNP Paribas, where she developed her analytical skills. Prior to joining Lord in London Maria worked as a destination consultant developing feasibility and positioning studies for cultural and leisure destinations, from which she gained a great insight into the tourism market and its strong connections with the cultural sector.

Maria has 10 years of specialized expertise in the cultural field, leading more than 30 projects in the areas of strategic planning, concept development and museum Management in Spain and Europe.

During 2009 she led the independent study "Museum under Planning in Spain", the first panoramic analysis of the museum sector in Spain. It evaluates the existing and planned museums from the management and sustainability point of view.

She has participated in the IESE Management of Cultural Institutions course and is currently enrolled in the AMA program of the Museums Association in the UK, specializing in income-generating programs for museums.

Maria participates as a guest speaker in a number of specialized conferences and University courses and contributes on a regular basis to specialized magazines in Spain and abroad on the topics of audience development, visitor profiles, marketing and communication.

She is interested in creativity and innovation; social and intra-cultural change and the contribution of the museum sector to the development of the knowledge economy.

A selection of planning projects in which Maria played a leading role includes:

- Museo Vasco de Bilbao, Museological and Museographic Plan, 2009
- Bizkaia Museum System Model Definition, Diputacion Foral de Bizkaia, 2009
- Guggenheim Museums Bilbao, Spain, Strategic Plan, 2009–12; Strategic Plan, 2005–08, 2008, 2004
- Design Museum, Future Options Evaluation, London, 2008
- Fundación Infante de Orleans Aviation Museum, Master Plan Evaluation, 2006, 2009

- Fundación Caja Madrid, Santa Clara Convent, Management Plan, 2008
- Government of Andorra, Sector Plan for the Development of Cultural Infrastructures and Concept Development and Functional Program for the National Museum of Andorra, 2007–08
- Fundació Sorigué, Concept Development for Contemporary Art Museum, 2007
- Consorcio Expo Zaragoza 2008, Post Expo Cultural Strategy, 2006–07
- Consorcio Expo Zaragoza 2008, City of Cinema Feasibility Study, 2006
- Galician City of Culture, Vision and Content Definition, 2006
- Hondarribia Interpretation Centre, Concept Definition and Interpretative Plan, 2007
- Orio Visitor Centre, Feasibility Study, 2006
- Guggenheim Bilbao, Knowledge Management, 2005