

CONFERENCIANTES

BCC

INTERNATIONAL SPEAKERS



LYN HEWARD

Former Creative Director of
Cirque de Soleil

CIRQUE
INSPIRING THE IMAGINATION
DU SOLEIL

As the President of Creative Content for Cirque du Soleil, Lyn was responsible for managing, guiding and channelling the incredible creative force of the company's designers, performers, artisans, and technicians into a product that was both breathtakingly original as well as commercially successful. Her range of experience in this regard touches on virtually all aspects of management. In addition to the specific areas of creativity and innovation, she can speak with authority on such issues as finding and developing talent and fostering an open and dynamic corporate culture.

She draws on her Cirque du Soleil experience to provide valuable ideas and lessons for virtually any audience. Lyn has distilled her experience at the company into a wonderful new book, *The Spark: Igniting the Creative Fire That Lives within Us All*. The book is an inspiring tale that draws on behind-the-scenes stories from the most creative people in entertainment, and is an unparalleled guide on how to make creativity a part of everything you do. It was published to great acclaim in 2006.





CIRQUE DU SOLEIL®



Beginning as an acrobatic scouting coordinator and creation studio director, Lyn's responsibilities evolved as Cirque du Soleil grew in scope. In 2000 she was named President and COO of Cirque du Soleil's Creative Content Division, a position she held until 2005. In that period the hit shows "Varekai" (2002), "Zumanity" (2003) and "KÀ" (2004) were created under her guidance.

Her understanding of the demands and the multiple facets of creating a show, as well as her managerial talents, brought her to this position. She has been the guiding force behind activities related to creation, production, artistic and technical follow-up for all Cirque du Soleil shows and other creative ventures. Her command of five languages— English, French, German, Russian and Spanish—helped her open direct lines of communication with Cirque du Soleil's artists and partners all over the world. She is still deeply concerned by the development of young athletes and performers.

She is presently working as an Ambassador and Executive Producer for Special Projects for Cirque du Soleil; in this new capacity her first mandate was to create and produce the opening ceremonies of the 2005 FINA World Aquatics Championship in Montreal. She has also lent her creative expertise to the Vancouver 2010 Olympic Organizing Committee as a member of its creative team and associate producer of an eight-minute segment presented during the closing ceremonies of the 2006 Torino Olympic Games.

Topics

- Innovation and Creativity
- **Senior management**
- Business ideas
- **Working and coordinating teams**
- Leadership
- **Corporate culture**

