

**“PROFESSIONAL IN EVENT MANAGEMENT  
AND CONCERT PROMOTION”**

**MICHAEL  
GINZBURG**





## MICHAEL GINZBURG

Born in St. Petersburg on August 2<sup>nd</sup>, 1983. I was 13 when my family moved to Hamburg in 1996.

When I read “A Cellarful Of Noise” by Brian Epstein at the age of 17, I knew my heart was beating for music. Growing up in the “Beatles City” of Hamburg, I was looking for my own vibe in the early 2000s.

First as a HipHop promoter for German HipHop legends Sido and Kool Savas, I organized my first parties at the legendary “Phonodrome”. Afterwards I moved to Moscow, where I organized events for a number of corporate clients such as **Audi, BMW, Montblanc, New Yorker, Nike, Pirelli, Red Bull** etc.

Finally, on behalf of **Universal** I built up from the scratch and managed for over four years the Live Events Department working with acts such as **Anastacia, Buena Vista Social Club, Grand Funk Railroad, John Mayall, Joss Stone, Leona Lewis, Lindemann, Shakira, Timbaland** and many other artists.

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# PROFESSIONAL SKILLS

## Project management

- **Resource planning and controlling** (HR, time management, financial controlling)
- **Hospitality and travel management**, visa handling, on-site talent management (airport, hotel, backstage)

## Account management

- **Communication with clients and sponsors**, contract negotiations, fundraising, direct sales, controlling and reporting

## Creative ideation

- **Pitch brief analysis, pitch presentation**, concept development (live events and sponsored festivals)

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Timbaland



Rag'n'Bone Man



Lindemann



**Project Manager International Touring**  
Semmel Concerts | [www.semmel.de](http://www.semmel.de)

Successfully booked two European tours for **The World Of Hans Zimmer**: Arena tour with a total of 60 dates and theatrical tour with 36 dates in venues across Europe throughout 2026-2027.

Working with major concert promoters such as **FKP Scorpio** (Scandinavia), **Greenhouse Talent** (BeNeLux), **G rard Drouot Productions** (France), **Kilimanjaro** (UK & Ireland), **Sold Out** (Spain).

**2024-NOW**

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## Booking Agent

Peter Bence | [www.peterbence.com](http://www.peterbence.com)

Successfully booked a European tour with 35 dates including such iconic venues as **Laeiszhalle** (Hamburg), **Carré** (Amsterdam), **Cirque Royal** (Brussels), **Salle Pleyel** (Paris) and **The London Palladium**.

Working with major concert promoters such as **Karsten Jahnke** (Hamburg), **Greenhouse Talent** (BeNeLux), **FKP Scorpio** (Poland), **TCI** (Russia) and **Los Productions** (France).

# 2022-2024

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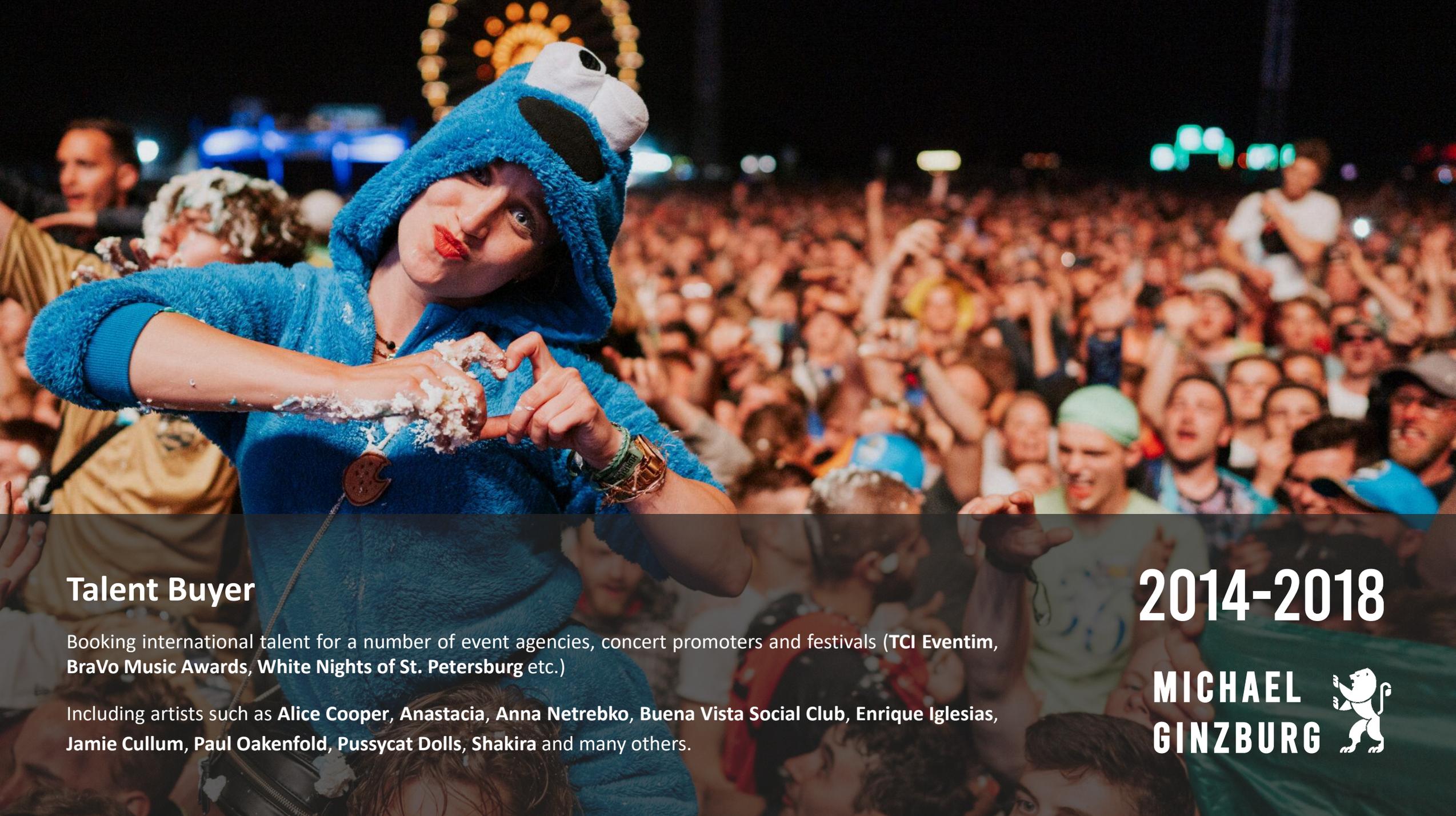
**Head of Live Events Department**  
**Universal Music Group | [www.universalmusic.com](http://www.universalmusic.com)**

Booking international talent for a number of concert promoters, festivals and major international events such as **St. Petersburg International Economic Forum**.

Including artists such as **Carla Bruni, Grand Funk Railroad, Jamiroquai, Joss Stone, Leona Lewis, Level 42, Marc Broussard, Mark Farner, Oscar Benton, Rag'n'Bone Man, Seal, Timbaland, Zaz** and many others.

**2018-2022**

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## Talent Buyer

Booking international talent for a number of event agencies, concert promoters and festivals (TCI Eventim, BraVo Music Awards, White Nights of St. Petersburg etc.)

Including artists such as Alice Cooper, Anastacia, Anna Netrebko, Buena Vista Social Club, Enrique Iglesias, Jamie Cullum, Paul Oakenfold, Pussycat Dolls, Shakira and many others.

# 2014-2018

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## Advisor to CEO

Ak Bars Arena, FC Rubin | [www.akbarsarena.com](http://www.akbarsarena.com)

Consulting the management team of the then biggest and most modern football stadium in Eastern Europe throughout the **Summer Universiade 2013**.

Official **Opening and Closing** ceremony with 10,000+ athletes, 1000+ artists and 90,000 visitors.

# 2012-2014

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## **Project Manager, COO**

**Avantgarde Brand Services | [www.avantgarde.net](http://www.avantgarde.net)**

**Project Manager then Chief Operating Officer** at the local office of the leading German event marketing agency.

Event Management for some of the biggest international brands such as **Audi, BMW, Bosch, Mercedes-Benz, New Yorker, Nike, Pirelli, Porsche, Red Bull, Siemens, Volkswagen** and many others.

# **2009-2012**

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## HipHop Promoter

Breakdance Battles and Rap Concerts of famous German HipHop artists such as **Flying Steps**, **Kool Savas**, **Sido**, **Toni L**, **Torch** and many others.

# 2003-2005

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# EARLY LIFE & EDUCATION

## Education

**2005-2009:** Event Marketing and Public Relations, Macromedia University, B.A.

## Journalism

**2003-2005:** News Editor and Reporter, BACKSPIN (German HipHop Magazine)

## Performing Arts

**1999-2005:** Breakdancing, over 100 Shows in Germany and the EU

## Social Projects

**1999-2005:** HipHop workshops for underprivileged teenagers, volunteer for non-profit organizations with a focus on drugs and violence prevention



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**THANK YOU FOR YOUR  
PRECIOUS TIME**

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