

## PAUL ZILK - CEO, REED MIDEM -



Paul Zilk was appointed President and Chief Executive of Reed MIDEM in January 2003. He is responsible for the company's professional markets in music, television and digital content, real estate and urban management.

Mr Zilk is an experienced international manager, marketer and brand builder with a background in consumer packaged goods, professional sports, internet commerce, professional exhibitions and events.

Mr Zilk joined Reed MIDEM in September 2001 as Managing Director, and became CEO in January 2003. Mr Zilk is a member of the Board of Directors of Reed Exhibitions, which is a part of Reed Elsevier, the parent company of Reed MIDEM. Professional exhibitions organised by Reed MIDEM include MIDEM (music), MIPTV and MIPCOM (television), MIPDOC (documentary screenings), MIPCOM Junior (youth programme screenings), MILIA (interactive content), MIPIM (commercial real estate), MAPIC (real estate for commercial developments), Global City (urban management), MIPIM ASIA (commercial real estate in Asia Pacific) and MIPIM HORIZONS (commercial real estate in high-growth markets). Mr Zilk is a Board Member of the International Academy of Television Arts and Sciences (IATAS), a member of the International Honorary Committee of the Montreux Jazz Festival and the Advisory Board of Pangea Day.

From early 2000 and until joining Reed MIDEM, Mr Zilk was Managing Director then Chairman and Chief Executive Officer of Auction Land, a European internet company owned by Europatweb.

From 1992 to 2000, Mr Zilk headed the international business of the National Basketball Association (NBA), where he established and managed NBA offices throughout Europe, Asia, Latin America, the Middle East and Oceania. Mr Zilk oversaw the international development of branded consumer products, television program sales, corporate marketing partnerships, press relations and events which included exhibitions and regular-season games, the McDonald's Championship international tournament, arena-based festivals, youth programs and NBA player press tours. He was a member of the Board of Directors of Street Hoops – an international organiser of touring sports programs.

Between 1981 and 1992, Mr Zilk held various roles in consumer packed goods marketing, notably in the Nestlé group at the company's global headquarters in Switzerland. In the USA he held positions in marketing, new business development and acquisitions at the Carnation Company and was a marketer at Dreyer's Grand Ice Cream.

Mr Zilk, an American citizen, holds an MBA degree from Harvard Business School and an undergraduate degree from Harvard College. He has lived in Europe for more than 20 years and speaks fluent French.

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