

# Isabelle Tardieu

## Co-founder, Integrated Strategic Planner / Brand Partnership Manager @ BETC POP

After graduating from Essec, Isabelle Tardieu started her career in 2006, as brand manager of music label WEA (Warner Music).

As the head of projects like Red Hot Chili Peppers, Green Day, Tracy Chapman, Devendra Banhart, Brad Mehldau, or movie soundtracks (Control and Twilight) she helped to reveal artists like Plan B, Lykke Li, Foals, The Virgins or Theophilus London.

In 2011, she joined Christophe Curret and Fabrice Brovelli in the BETC Music team, to harness their dual music and brand competence.

In 2014 they founded pop culture and lifestyle agency BETC POP together.

At BETC POP, Isabelle is in charge of developing strategies and entertainment activations for brands such as Air France Music (collaborations with Phoenix, Charlotte Gainsbourg, Sébastien Tellier as well as an app Air France Music "Music in the Sky"), but also Yves Saint Laurent Beauty, Sofitel, Pullman, Nutella (Hello Morning Festival), UGC (Cannes Film Festival), Courrèges, and different partnerships.

Her side projects include managing emerging artists and music supervision for feature films ("Qui Vive" with Reda Kateb - ACID Cannes 2014).