

# Leelo Lehtla

## Owner & Director - PLMF Arts Management

Estonian born Leelo Lehtla (based in Mexico City) has worked in music and the arts for 15 years managing artists' careers, as well as inaugurating and running different festivals and international projects through the PLMF Music Trust (Member of the Board) and PLMF Arts Management (founder and CEO since 2013). She was also a member of the board of the Estonian Music Festivals Association from 2011-2016 and is in the steering groups for the NordicBaltic Festival Platform and many other arts initiatives.

Leelo grew up in Tallinn, Helsinki and London, and holds a degree in Social Sciences/Government Administration from Tallinn University. She has held seminars on music export at the Estonian Academy of Music and Theatre as well as annually moderated panel discussions and spoken at the Tallinn Music Week and other industry conferences, such as those of the International Society for the Performing Arts and the International Artist Managers Association. Leelo has been the Advisor and steered the Cross-Genre Committee for the International Music Managers Forum (IMMF). In February 2018 in Perth, Australia she co-founded a worldwide network for umbrella organisations across the arts and entertainment industries.

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### **Spanish bio**

*Nacida en Estonia, Leelo Lehtla reside actualmente en la Ciudad de México. Ha trabajado en música y las artes por 15 años manejando la carrera de artistas, así como inaugurado y operado diferentes festivales y proyectos internacionales a través de PLMF Music Trust (miembro del consejo) y PLMF Arts Management (fundadora y CEO desde 2013). Ha sido miembro del consejo de la Asociación Estonia de Festivales Musicales del 2011 al 2016 y ha formado parte de los grupos directivos para el NordicBaltic Festival Platform, International Music Managers Forum y otras iniciativas.*