

## Lisa Baxter FRSA

Lisa was educated at the University of Warwick and holds a BA (Hons) in Theatre Studies and Dramatic Arts, and an MA in European Cultural Policy and Administration. Prior to establishing The Experience Business in 2012, Lisa worked in the arts and cultural sector for nearly 20 years, in strategic marketing, qualitative research, brand and audience development. Lisa is the Founder/Director of The Experience Business, a pioneering UK-based consultancy working nationally and internationally with forward-thinking arts and cultural organisations to re-imagine and re-vitalise their value offer for 21st century audiences.

A Fellow of the Royal Society of Arts, Lisa is recognised as one of the UK's leading qualitative researchers specialising in audience experience. Published work can be found in *The Audience Experience: A Critical Analysis of Audiences in the Performing Arts* (Ed. Radbourne, J, Glow, H and Johanson, K. ) and *Marketing the Arts: Challenging Convention*. (Ed. O'Reilly, D and Kerrigan, F.)

Since launching The Experience Business in 2012, Lisa has delivered transformational programmes for a wide range of clients including the National Football Museum (UK), National Coal Mining Museum (UK), Imperial War Museum North (UK), Technorama (Switzerland), Melbourne Arts Centre and Australia Council for the Arts.

She is regarded as an inspiring and creative thinker; and has delivered many talks and workshops around her innovative thinking and practice nationally and internationally including Auckland, Belfast, Cape Town, Helsinki, London, Melbourne, Oslo, Reykjavik and Sydney.