



Lisa Zbitnew

Marketing, 1982

Owner/Operator, Phoenix Concert Theatre

Lisa Zbitnew has established herself as one of Canada's most successful female music executives. The former CEO of Bandwidth Music and Marketing, she was recognized for excellence in sales, marketing and promotion by the Canadian music industry in 1989/90 and was named the Music Industry Executive of the Year in 1994 and 1999. In 1996, her team was recognized as Marketing Team of the Year by the Canadian music industry. She was responsible for the merger of BMG and Sony and became president of Sony BMG. In the process, she created a \$225 million division of the second-largest record company in the world. Zbitnew is also a committed philanthropist. As the CEO of War Child North America, she oversaw the Canadian charity's expansion into the US market and built a recording studio in Sierra Leone to help youth gain literacy skills and increase opportunities for employment.