



## Rémi Krug

**Former President of the House of Krug**

*"Learning from Luxury"*

Rémi Krug is a tireless ambassador for the House of Krug, whose passion for his craft and pride in his remarkable product remain undiminished. He founded RK Conseil, a consultancy aimed at sharing his particular experiences in the luxury goods world and assisting others to explore value creation by "learning from luxury".

### TOPICS:

- Luxury Goods
- Strategy
- Culture
- Marketing
- The Champagne of Champagnes

### LANGUAGES:

He presents in English, French & Italian.

### IN DETAIL:

Rémi Krug graduated in business administration from University in Paris at H.E.C. He served in the Navy as a midshipman in Brest and as a Naval officer on board patrol-boat 'L'Intrépide' in Saint Tropez. He travelled extensively throughout the world promoting the image of Krug champagne and maintaining the company's close relationships with Krug lovers. He became MD of Krug in 1973 and then President from 2002 to 2007. Now officially retired from operational responsibilities, he continues as Honorary Chairman assisting the House of Krug on specific matters such as tasting and strategic vision. He is also Chairman of l'Institut des Hautes Etudes du Goût, de La Gastronomie et des Arts de la Table.

### WHAT HE OFFERS YOU:

Rémi Krug demonstrates his passionate commitment to the visionary concept, goals and activities beyond Champagne and KRUG and shares his luxury mind set with audiences worldwide. With deep expertise in global markets and high-end hospitality, Krug helps leaders understand how to build emotional connections with clients, maintain uncompromising quality, and lead with passion and integrity.

### HOW HE PRESENTS:

Rémi Krug's extrovert personality and talents as a communicator naturally led him towards international sales and marketing. The qualities he expects of others and therefore exhibits himself are kindness and generosity, constancy, a sense of humour and, in business, honesty, discretion, broad-mindedness and curiosity, creativity, rigour, and professionalism.