

Rémi Krug

Former President of the House of Krug

CSA CELEBRITY SPEAKERS

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".

Learning from Luxury

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.

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.

Topics

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

Languages

He presents in English, French & Italian.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.