



*Photo courtesy of the USC  
Marshall School of Business*

## Ignacio Barrón Viela

Executive Director  
Billings Symphony Orchestra & Chorale  
Billings, Montana

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Ignacio Barrón Viela joined the Billings Symphony Orchestra & Chorale as Executive Director in December 2018. Since arriving, he has been shaping the future of the organization by developing a new strategic plan to address the Billings Symphony's vision to become a premier orchestra of a community of its size. He is passionate about expanding orchestras' musical offerings and community engagement programs that focus on the issues and ideas of human relevance across all economic and social groups. He actively builds valuable relationships with other businesses and non-profits across Montana and Wyoming and coordinates joint activities with the Montana Association of Symphony Orchestras (MASO).

While living and working in Dusseldorf, Germany, Barrón Viela was involved in managing orchestra tours in Europe with the Heinrich Heine Orchestra. Prior to his career in arts management, he worked for seven years as a senior management consultant and project manager for two of the world's largest private investor-owned energy companies. With projects in conventional power plants and renewable energy assets spanning Europe, Asia, South America and the U.S., Barrón Viela specialized in operational excellence and performance management, skills which he is excited to bring to the orchestra field.

Originally from Zaragoza, Spain, Barrón Viela holds a Master of Industrial Engineering from the University of Zaragoza and an MBA from USC Marshall School of Business, with an emphasis in arts leadership through the USC Thornton School of Music. In 2018, he completed the League of American Orchestras' Essentials of Orchestra Management seminar. When he isn't playing cello, Barrón Viela enjoys exploring Montana's great outdoors, running road races, and learning from and engaging with people from all walks of life.