



## **Greg Topalian**

Senior Vice President, *Reed Exhibitions*

Greg Topalian is responsible for the singularly fastest growing part of Reed Exhibitions' business, Pop Culture. In just four years, the business has grown 10 times from its origins with NY Comic Con in 2006. In 2010, Reed will produce Comic Cons in New York and Chicago; conduct PAX (electronic gaming) events in Seattle and Boston and will launch several UFC® (Ultimate Fighting Championship) events and present the Star Wars Celebration V in August. Topalian's focus is growing these events in N. America while expanding the Pop Culture/passion sector to Asia, South America and Europe. During the course of his tenure at Reed, Topalian has created successful strategic initiatives in concert with various industry partners, affirming Reed as the worldwide authority in launching and managing market-leading business-to-business and business-to-consumer events. Topalian's ability to initiate, build and nurture business partnerships have resulted in his ability to draw unique insights from the industries that his portfolios serve while plucking great employee talent for Reed. Topalian is also credited with great leadership skills that enable him to lead a team with unrivaled commitment, passion and performance. Mr. Topalian received his B.A. from Fairfield University and currently resides in Wilton, Connecticut with his wife and three children. Reed Exhibitions is the world's leading events organizer, with over 440 events in 36 countries. In 2009 Reed brought together over six million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 35 fully staffed offices.