



Jonathan “Skip” Cox

President and CEO, *Exhibit Surveys, Inc.*

Under Skip Cox's leadership, Exhibit Surveys, Inc. has grown and maintained its position as the premier intelligence and measurement resource in the events marketing industry. Skip focuses strategically on client development and serves as the highly visible face of ESI in the marketplace. This affords him the opportunity to translate emerging needs of clients into the next diagnostic tools for ESI to develop. He also is heavily involved with the direct application of these new tools to enhance the strategic and tactical planning of exhibition and event organizers and exhibitors, for both corporations and associations. Skip is much sought after as a speaker at major trade shows and professional association meetings, and is often invited to present Exhibit Surveys' research findings at events in the U.S., Latin America, Europe and Asia. He also frequently contributes articles to publications and academic journals serving marketing and event marketing fields. Skip joined Exhibit Surveys in 1971 as Assistant Survey Director, and was promoted in 1973 to Survey Director and in 1978 to Vice President. In 1994, Skip became President, and his responsibilities subsequently grew to include Chief Operating Officer. On Jan. 1, 2005, he became CEO. His involvement with industry associations is extensive. He presently serves on the boards of CEMA– The I.T. Event Marketing Community, the International Association for Exhibitions and Events (IAEE), and the Center for Exhibition Industry Research. In the past has served on the board of Trade Show Exhibitors Association (TSEA). Recognition from these associations include TSEA's Chairman's Award, CEMA's Pinnacle Award, and most recently, IAEE's Chairman's Award.