



### **Kerry Smith**

President and CEO, *Red 7 Media*

Kerry Smith is President and CEO of Red 7 Media, a diversified media company headquartered in Norwalk, CT, that produces magazines, newsletters, conferences and trade shows in the event and publishing industries. Kerry started the company in 2002 with a vision to create and launch magazines and conferences in niche business categories. Red 7 Media was named the fastestgrowing private-held publishing company in the U.S. by Inc. Magazine in 2007 and 2008. Prior to founding Red 7 Media, Kerry was Group Publisher at Primedia, Inc., where he was responsible for editorial, business management and brand development for a group of 8 business magazines, including American Demographics, Corporate Meetings & Incentives, and PROMO Magazine, which he founded in 1987. Red 7 Media publishes Event Marketer, EXPO, Event Design, and Best Events in the event industry; and FOLIO, Audience Development magazines in the publishing industry. The company also produces annual trade shows and conferences, including The Event Marketing Summit, The Event Design Forum, The FOLIO Show, The FOLIO Publishing Summit, The Audience Development Show, and Best Events Expos in New York, Chicago, Boston and Los Angeles. Red 7 Media also manages the Exhibit Designers & Producers Association, the Event Marketing Institute, and the FOLIO Media Management Institute, as well as social networking websites eventpeeps.com and foliomediapro.com, through its Membership Development Group. Kerry has launched 5 magazines and 5 conferences/shows over the past 20 years. He has appeared on Good Morning America, National Public Radio and the Money Radio Network to discuss marketing and promotion trends, and has been quoted in The Wall Street Journal, Investors Business Daily and numerous other business and news publications. Kerry is a graduate of the S.I. Newhouse School of Public Communications at Syracuse University. He resides in New Canaan, CT, with his wife and 2 children. When not putting out fires at the office, Kerry is a Captain in the New Canaan Fire Department, and a Certified Fire Service Instructor for the State of Connecticut.