



Margaret Pederson

President, Amirexx

Margaret Pederson is President and CEO of Amirexx, a consulting firm that provides strategic and tactical services for exhibitions, conferences and events in four primary areas: creating corporate strategy, developing new businesses, repositioning troubled properties and maximizing profits through effective cost containment. Pederson most recently was Penton Media's President of Exhibitions, which had events in the Municipal, Entertainment Technology, Marketing, Health and Fitness, Medical, Industrial, and Wireless/Mobile Radio markets. Pederson was responsible for the division's P&L, long-term strategic direction, growth and business development, including M&A, divestiture of existing properties and the integration of new shows into existing businesses. She formerly served as Senior Vice President for the Canadian and consumer divisions of Reed Exhibition Companies, a member of Reed Elsevier Plc group. In her 16-year career, she held senior operating positions in the manufacturing, food, building, media and technology groups and spearheaded business development, planning and research and won the coveted Reed Chairman's, President's and Pathfinder Awards. Tradeshow Week has recognized Pederson as one of "The 100 Most Influential People in the Tradeshow Business" and one of the "25 Women to Know". She received the Person of Year Award in 2009. Pederson served on the Board of Directors of SISO (Society of Independent Show Organizers) and as Chair in 2004-2005. She served as the Chair of IAEE (International Association of Exhibitions & Events) in 2009 and is the only person to serve as Chair of both organizations. Pederson served on the IAEE Foundation's Board of Trustees, Strategic Planning Committee, and Consumer Show Group. She is now Chair of the Nominating and the Governance Committees. Pederson has chaired the Harvard Business School Club of Westchester and Fairfield Counties and serves on the Board of Xamax Industries. Margaret has an MBA from the Harvard Graduate School of Business, has participated in the Honors Program in International Law and Business at the London School of Economics and received her undergraduate degree at the University of Virginia in their Honors Program. Margaret lives in New Canaan, CT with her husband, Martin, and their King Charles spaniel, Monty. Her son Max is in the Bandier Program of Music and Entertainment Management at Syracuse University. She recently took up rowing.