



Mike Rusbridge

Chairman and CEO, *Reed Exhibitions*

Mike Rusbridge is Chairman and CEO of Reed Exhibitions, the world's largest exhibition organizer and a division of the Reed Elsevier group plc, a world-leading publisher and information provider. Mike has over 30 years experience in the exhibition industry, both at the sharp end, launching and running successful events, and in a strategic role, building the world's most global exhibition network. He joined the industry in 1979 becoming Managing Director of Cahners Exhibitions Ltd (part of Reed Elsevier) in 1982, Chief Executive for Reed Exhibitions Europe in 1988, President for Reed Exhibitions Europe and Asia in 1994, and Chairman of Reed Exhibitions worldwide in 1996. During his career at Reed Exhibitions he has developed Reed's global network into one of unrivalled brand strength, industry knowledge and organizational expertise. In doing so, he has negotiated a series of successful partnerships and acquisitions with venues, organizers, trade associations and government bodies. Today, the company organizes some 470 events in 37 countries and employs over 2700 event specialists in 38 fully staffed offices worldwide.