



Nancy Hasselback

President and CEO,

Diversified Communications and

Diversified Business Communications

Diversified Business Communications produces and owns over 90 events and conferences and publishes 7 trade magazines, 5 digital products and 8 eNewsletters in the US, Canada, Australia, Hong Kong, India and Europe. Primary industries served include retail, food, seafood, food technology, healthcare, project management, natural and organic products, building and construction, and commercial marine. Diversified has experienced rapid growth during Nancy's tenure, which began in 1979. She joined as Editor of Seafood Business magazine, moved to VP of Business Development in 1983, and became President and CEO in 2003. Significant developments include acquisition of Australia's leading exhibition firm, expansion into Canada, launches of seafood events in Europe and Asia, the acquisitions of Full Moon Communications in the UK, Asia Business Events in Hong Kong, Infocast India trade events and publications, HD Expo and Spar Research in the US, and the dmg trade events in Australia. Diversified continues to expand through product launches, acquisitions, partnerships, and joint ventures in a variety of industries and geographic regions. Nancy is past Chair of CEIR – Center for Exhibition Industry Research and currently serves as Vice Chair of SISO – the Society of Independent ShowOrganizers.