

## Keith Greetham

<p><b>Current Projects – September 2004</b></p>	<p><b>Chairman, Decisive Media</b> the producers of telecomtv.com the internet information channel for the telecoms market</p> <p><b>Chairman; Events Review</b> the IPTV channel for the exhibition and conference industry</p> <p><b>Non-Executive director, Telford International Centre</b></p> <p><b>Strategic consultant to The Blackstone Group</b></p> <p><b>Consultant providing strategic development advice to a niche publisher Q.M.J Ltd in relation to their exhibition development</b></p>
<p><b>December 2002 – August 2004</b></p>	<p><b>Chief Executive Officer, Opex Exhibition Services Ltd</b></p> <p>Opex is a privately owned company; turnover £30m; providing event services nationally and internationally including</p> <ul style="list-style-type: none"> <li>• Organising and managing events for brand owners</li> <li>• Database and interactive services</li> <li>• Registration services</li> <li>• Production facilities for event TV</li> <li>• Media and sponsorship</li> <li>• Design and production services</li> <li>• Contracting services</li> <li>• Poster advertising at ExCeL</li> </ul> <p>I have developed a three-year plan to take the business from £20m. turnover to £50m. by 2005 through enlarging the scope of operations to include a major NEC presence; focussed acquisitions strategy to increase the portfolio of services; and developing a project management team to provide total event management services.</p> <p>Key achievement:</p> <ul style="list-style-type: none"> <li>• Acquisition of Interactive New Media Ltd; Exoplan furniture and floor covering services; State Digital event web-development company and Ops Direct Ltd event management subsidiary of Earls Court and Olympia Ltd.</li> <li>• Set up of national logistics centre in Warwick</li> <li>• Recruited and developed new Director team</li> <li>• Raised Opex profile through extensive PR and personal network</li> </ul>
<p><b>October 2001 – November 2002</b></p>	<p><b>Deputy Chairman (Non-executive) Opex Exhibition Services Ltd</b></p> <p>Responsible for strategic development</p> <p><b>CEO, Venue Consultants</b></p> <p>Set up with Moxley Architects to capitalise on know-how gained through the ExCeL project. My key achievement was working with Earls Court and Olympia to develop their venue management and event organising capability internationally.</p>

	<p><b>Director/Consultant, Professional Events Ltd</b></p> <p>Strategic adviser to Palexpo, Geneva and Shockfish SA - Swiss-based IT incubator company.</p>
<p><b>September 1993 – September 2001</b></p>	<p><b>Commercial Development of ExCeL</b></p> <p>My contribution to this major project included:</p> <p><b>1993-4</b> - worked with Iain Shearer, CEO of London International Exhibition Centre Ltd to scope the ExCeL project.</p> <p><b>Late 1994</b> - shared leadership of the presentation to LDDC, which enable ExCeL to win the option to develop a venue on the Royal Dock site.</p> <p><b>1994-6</b> - prepared the business case for the venue for use with potential investors; developed the design concept with the architects to address stakeholder needs; and prepared and implemented the sales and marketing plan to support the case for the venue to investors.</p> <p><b>1996-7</b> - identified and approached Country Heights who became the anchor investor for the project. Worked with Iain Shearer to prepare legal and commercial framework documents for the bond issue to fund phase 1 of ExCeL. Sole responsibility for completion of all major contracts to provide anchor tenants to enable the fund-raising to be completed.</p> <p><b>1998-2001 Commercial Director, ExCeL</b></p> <ul style="list-style-type: none"> <li>• At the request of the bondholder representatives, I took a full-time role as Commercial Director responsible for all third-party contracts and achieved £20m sales for ExCeL's first year of operation.</li> <li>• I continued to work closely with the architects and contractors to refine and develop the ExCeL design concept through the construction phase.</li> <li>• Director of RODMA – facilitating ExCeL relationship with the Royal Docks</li> </ul> <p><b>Professional Events Ltd</b></p> <p><b>1993 – 2001</b>, Director and owner of Professional Events Ltd developing new concept trading events for global markets.</p> <ul style="list-style-type: none"> <li>• Created portfolio of innovative trading events for selected sectors</li> <li>• Developed first fully automatic meeting scheduling software</li> <li>• Created innovative revenue stream through buyers paying to participate</li> </ul>
<p><b>1985-1993</b></p>	<p><b>Reed Exhibitions Ltd</b></p> <p><b>1990-1993 Group Managing Director, REC UK</b></p> <p>Turnover £65m; 300 staff; 60+ events including World Travel Market; Hotelolympia and London International Bookfair.</p> <p>Achievements included:</p> <ul style="list-style-type: none"> <li>• Development o international portfolios for travel and hospitality sectors</li> <li>• Re-structuring business to be more customer-focussed, and to enable cross-functional people development</li> <li>• Significant profit growth in travel, hospitality and print sectors</li> <li>• Rationalisation of portfolio in light of changing market pressures</li> </ul>

## *Mentoring Service*

	<p><b>1987-1990 Managing Director of Cahners Exhibitions (subsidiary company)</b></p> <p>Achievements included:</p> <ul style="list-style-type: none"> <li>• Returning business to profitability</li> <li>• Launch of series of technology events</li> <li>• Culture change to profit rather than sales focus</li> </ul> <p>1985-1987 Managing Director IES Ltd (Exhibition contracting subsidiary of Reed Exhibitions)</p> <p><b>Achievements included:</b></p> <ul style="list-style-type: none"> <li>• Trebled turnover in 2 years</li> <li>• Set up new London operation</li> <li>• Prepared business for onward sale to Unigate plc</li> </ul>
<p><b>1978-1985</b></p>	<p><b>Managing Director and 50% owner of IES Ltd (Exhibition Contracting Services company)</b></p> <p>Built from scratch with partner to a turnover to £2m. Sold to Reed International in 1985</p>
<p><b>1971 - 1978</b></p>	<p>Various sales and marketing roles culminating in Exhibition industry involvement when NEC opened in 1976.</p>