

### **Hugh Keeble**

#### **CURRICULUM VITAE**

**Hugh Keeble**

#### **Employment History**

**January 2005 – to date**

**EasyFairs**  
**[www.easyfairs.com](http://www.easyfairs.com)**

easyFairs is the world's leading organiser of time & cost-effective trade shows.

With headquarters in Brussels and an international network of offices, easyFairs runs shows in Austria, Belgium, Colombia, Denmark, France, Germany, Ireland, The Netherlands, Norway, Spain, Sweden, Switzerland and the United Kingdom.

Hugh sits on the board of easyFairs as an advisor and investor.

**December 2004 – to date**

**Imago Communications Ltd.**  
**[www.imago-group.com](http://www.imago-group.com)**

Imago was reactivated in 2005. The company now employs 20 people in Kinston-upon-Thames. Imago operates 3 of the leading IT events in the UK: IP, Unified Communications and Wireless. These events boast a unique format of bespoke construction employing one contactor in the hall. In addition to this Imago operates 3 major conferences in London and Cannes – Mobile Wimax Congress, Wireless and Digital Cities, and Mobile Broadband Congress.

**January 2000 – January 2003**

**Imago Communications Ltd.**

Working again with Mark, Hugh launched and oversaw the management of a new company, Imago Communications Ltd., which launched Storage Expo. As Interactive, this event was co-owned by Hugh and Mark Steel. This event grew over 3 years to a turnover of £1m with a contribution of £450,000, when it was sold to Reed Expo Ltd.

**January 1990 - September 1998:**

**Interactive Group Ltd**

Co-founder Director of Interactive Group of Companies including Interactive Information Services Ltd. (UK), Interactive Information Services Inc. (USA). This group of companies was sold in September 1998 to US based Imark Communications Inc., backed by Warburg Pinkus.

In 1990 he launched his own company, Interactive Group Ltd. with Mark Steel, a colleague from Reed. Interactive conceived the Softworld series of events and publications. When Interactive was sold to Imark Communications in 1998 it ran more than 50 events internationally through offices in London, Palo Alto and Frankfurt. Hugh left the company at time of sale.

*Interactive Exhibitions Ltd.* was founded in January 1991. The company marketed, organised and managed trade events, exhibitions, road shows, seminars and conferences in corporate application software markets. Interactive UK comprised a portfolio of 10 events, over 20 conferences, 6 publications, *softworld.com* and a market research division. All products were marketed under the "Softworld" brand; each event selling on a turnkey, packaged format. Softworld events held in Sweden and Denmark were operated from the UK. The company employed 45 people in Kingston, Surrey with a turnover FY 98/99 £7m. E

*Interactive Information Services Inc.* was the American arm of the Interactive Group Ltd. Offices in Palo Alto, California were set up in 1994, to launch Softworld products in the US market. The first event was held in March 1995 in San Francisco. The portfolio comprised 10 events across the US; 10 directories and 12 conferences. IISI employed 25 people with a turnover of \$5.5m in FY 97/98.

*Interactive Information Services GmbH*, incorporated in 1997 with a subcontract team of 4 people, ran its first events in Germany in 1998 post sale.

*Interactive Group Ltd.* was the holding company.

<b>July 1983 - December 1990:</b>
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<b>Reed Exhibition Companies</b>
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Group Exhibition Director - Information Technology Division. Having joined Clapp and Poliak (acquired by Reed in 1995) as a sales executive he ended his career with Reed with responsibility for flagship events The Which Computer? Show and COMPEC.

The role also included strategic planning and positioning of shows within the group as well as development of new business areas within information technology markets. At this time he launch a number of events for Reed including Open Systems.