

# Speaker Biographies



**David Adler**

CEO and Founder  
*BizBash Media*

David Adler is founder and C.E.O. of BizBash Media, the source for essential information about event marketing, meeting and event planning, and business entertaining in New York City, Los Angeles, Boston, Chicago, Miami, Orlando, Las Vegas, Toronto and Washington, D.C. BizBash Media operates BizBash.com and publishes BizBash magazine.

The company also hosts trade shows and award shows in major event markets. BizBash's annual New York award show was featured in the center column of The Wall Street Journal, and Adler was named one of the "25 Most Influential Leaders" in the meeting and event industry by Meeting News magazine. Adler is also the co-creator of White House Correspondents Insider (WHCInsider.com), a Web site that covers the media as a "micro-niche". In recent years, Adler has taken over the management of the career of his father, Warren Adler, author of more than 30 novels, including War of the Roses and Random Hearts, both of which have been made into major motion pictures.

From 1994 until 2000, Adler was vice president of corporate communications for PRIMEDIA; previously, he held the same post at Macmillan Inc. from 1988 to 1990. In those positions, Adler was responsible for events, public relations, charitable giving, branding, and special chairman and C.E.O. projects including the Notre Dame University Conference on the Holocaust in 1998. Events projects included the 50th anniversary of Seventeen magazine, the 25th anniversary of New York magazine, the annual New

York magazine awards, the 100th anniversary of the Daily Racing Form, and the annual Soap Opera Digest award celebration.

From 1990 until 1993, Adler was vice president of media relations and cause-related marketing, where he was responsible for development and execution programs such as the initial Avon Breast Cancer Initiative, the Reebok Human Rights awards, the Polaroid Missing Children Program, and the John F. Kennedy Library Profiles in Courage awards.

At the age of 21, a month after graduating from American University, Adler founded Washington Dossier.

The magazine, which covered power, society, politics, and entertaining in the nation's capital, was one of the pioneers of the regional luxury-magazine explosion currently taking place. The publication grew from a 16-page newsletter to a 250-page monthly when it was sold in 1988, and was featured regularly in the national media. Its regular annual features included the "Top 1,000 Most Powerful People in Washington," the Diplomat List, the Social 400, and the Senatorial Dossier, a guide to the personalities of United States senators.

Adler resides in New York City and is active in several nonprofit and professional organizations, including board positions with NYC & Company, the WNET Education Committee, and the Dean's Advisory Council of the American University School of Communications. He has been instrumental in launching WNET's Celebration of Learning and Teaching as a member of the organization's education committee.

Previously, he was a member of the board of trustees of the Hurricane Island Outward Bound School, the Magazine Publishers Association, and Citymeals-on-Wheels. He also chaired the public relations committee of the Magazine Publishers Association from 1998 to 2000.



**Kristin Beaulieu**

SVP Sales and Development, East,  
*UBM Studios*

With more than 15 years of experience, Beaulieu has a track record of significantly growing revenue in both the virtual media and publishing markets. Beaulieu held a variety of positions at Ziff Davis Enterprise, most recently she was Senior Vice President – Event Sales. While at Ziff Davis Enterprise, Beaulieu created and built a \$6M virtual event business, which started as eSeminars, led the company's International Licensing group and also launched PCMagCast, a virtual event business created specifically for PC Magazine's audience. In addition, Beaulieu held several positions with InXpo where she handled virtual event business strategy and managed key publishing and enterprise accounts including Tech Target, Red7 Media, ZDE, Bank of America and EMC. Earlier, Beaulieu held key marketing positions with several dotcoms. Beaulieu earned a Bachelor of Arts degree from McGill University and a M.B.A. from Simmons College, Graduate School of Management.



**Mike Blackman CTS**

Managing Director,  
*Integrated Systems Events llc*

After studying International, Industrial and Consumer Advertising and Marketing, Mike's early career was in publishing with newspapers such as the Financial Times and Personal Computer World Magazine.

In 1984 he embarked on his career in exhibitions joining Andry Montgomery on their existing Personal Computer World Exhibition and then on to develop further Computer and Technology events within the group. 7 Years later Mike was headhunted by IDG (Then the World's Largest IT publisher) to head up their German Exhibitions operation and develop several Technology events. This followed several years as an event consultant working with clients such as TI, Microsoft, BMG, BMW and many more.

Mike finally came fully back into Exhibition organising in 2003 having been brought in to head up the joint venture partnership between CEDIA and InfoComm International, Integrated Systems Events, and to launch Integrated Systems Europe now Europe's largest AV and Electronic Systems event.



**Rick Calvert**

Co-founder

*Blogworld and New Media Expo*

Rick Calvert is the CEO and Co-founder of BlogWorld & New Media Expo. He has been involved in the trade show industry since 1996 serving as sales manager and director of sales for three of Tradeshow Week's top 200 events including the SEMA Show (#4), AWFS®Vegas (#39) and the DEMA Show (#97).

Rick's interest in new media first began in during the explosion of the political blogosphere around the 2000 election season. He was finally inspired to launch his own blog in October of 2005. After experiencing unexpected success with his political blog he began searching for the blogging tradeshow.

When he realized no such event existed he launched BlogWorld & New Media Expo in Las Vegas November of 2007 and attracted 1,600 attendees. BlogWorld & New Media Expo will host over 120 exhibiting companies and more than 3,500 attendees whose combined audience reaches more than 200,000

readers, listeners and viewers! The event also attracts numerous fortune 500 companies like Johnson & Johnson, eBay, Intel, Ford, AB/Inbev, Sony, Kodak, and traditional media brands ESPN, CNN, Los Angeles Times and more.

Rick lives in Canyon Lake, California with his wife and two Karellian Bear Dogs Thor and Abby.



**Denise Capello**

Business Development Manager  
*Amsterdam RAI*

Denise is an experienced hospitality and event industry practitioner with a passion for people. She joined the RAI Group 2003 as Sales Manager for the Maastricht Exhibition and Convention Centre. Here she was responsible for sales and show development of 3 trade and special interest shows. In 2005 she moved to Amsterdam RAI where she is responsible for contracting international exhibition organizers in Amsterdam RAI, identifying trends and developing solutions and building and maintaining relevant networks and relationships with exhibition organisers and the associations representing them.



**Joelle Coretti**

VP Marketing  
*JD Events*

Joelle develops and oversees all marketing and media relations for JD Events' portfolio of conferences and trade shows. Her areas of expertise include direct marketing campaign development and management, email and interactive marketing, special events and strategic relationships with industry organizations and publications. Joelle is also

responsible for the online presence of all of JD Events' brands and has launched various social media initiatives for each event. Joelle has been with JD Events since its inception in 2002 and in the trade show/media business for more than 15 years, previously with PROMO Magazine, the New Haven Coliseum, Primedia, and Imark Communications.



**Andrew Davis**

Chief Strategy Officer and Co-founder,  
*Tippingpoint Labs*

Tippingpoint Labs is a Boston-based online content marketing agency.

Since 2002, Andrew Davis has been creating and implementing digital content strategies for consumer brands including Putnam Investments, TomTom, and Breville.

Prior to Tippingpoint Labs, Andrew developed and marketed products for ThinkAgent Technologies, SalieMae Solutions, and The Stock Market Photo Agency.

He developed content for broadcast networks including CNN, Fox News, ABC Family, NBC and CBS. Andrew also managed the Muppet workshop for The Jim Henson Company in the late 1990's, working on films, Muppets from Space and Elmo in Grouchland, as well as TV, Sesame Street and Bear in the Big Blue House.

Andrew Davis has a B.S. in Television and Film from Boston University. He co-authored a book of short stories in 1998 entitled *The Way Things Were*. In 2001, Drew co-wrote and produced a documentary film called *Roadside Ambition: One small town with two huge balls*.



**Mary Dolaher**  
CEO  
*IDG World Expo*

Mary Dolaher is Chief Executive Officer of IDG World Expo, recognized worldwide as a leader in exhibition management, producing more than 750 globally branded conferences and events in 55 countries. In this role, she leads IDG World Expo's broad suite of industry-leading expo events including Macworld, Anime Expo, and E3 Expo. Additionally, Dolaher facilitates new business development, with a unique focus on creating market-leading events that feature dynamic year-round communities within each industry.

Before joining IDG World Expo in 2006, Dolaher was Senior Vice President at the Entertainment Software Association (ESA), where she planned and managed the video game industry's annual Electronic Entertainment Expo (E3 Expo), the world's leading interactive entertainment event. E3 Expo was ranked in the top 25 trade shows in the country, and drew over 70,000 attendees and 400 exhibitors. Prior to her 12 years heading E3 Expo, Dolaher was Director of Corporate Communications at IDG, where she managed communications functions for the chairman of the board.

In May, 2009, Dolaher was honored by BtoB's Media Business magazine as the first-ever "Top Innovator" in Events for her work on E3 Expo, and in both 2009 and 2010 was included in the publication's list of "Who's Who in Business Publishing". Also in 2009, she was recognized by the Women's Image Network as its inaugural Interactive Industry Achievement Honoree for her numerous contributions to the video game industry, and was selected as a delegate to the Fortune Most Powerful Women Summit. In 2006, 2007, and 2008, Dolaher was named one of the top 25 people in the video game industry by Next Generation Magazine, and was the

recipient of American Business Media's inaugural Gertrude Crain award recognizing the achievements of the country's leading female executives. In addition, she has been named as one of the 100 most influential people in the exhibition business by Tradeshow Week several times.



**Matthew Finlay**  
CEO  
*Rising Media*

Matthew Finlay is founder and CEO of specialist Internet and technology conference producer Rising Media. Founded in late 2005, Rising Media produces approximately 40 events in the USA, Canada, UK, Germany, France and Sweden, ranging in size from 80 to 2000 participants. Events include eMetrics Marketing Optimization Summit, Predictive Analytics World, Conversion Conference, Building Business Capability, Search Marketing Expo (in partnership with owner Third Door Media) and others. Matthew has been involved with the Internet since 1993: from 1994-99 as Managing Director of Mecklermedia Corp's European subsidiary including the Internet World portfolio of trade shows across 12 European and Middle Eastern countries; 1999-2001 as part of the management team of a European online comparison shopping startup and from 2001-2005 as producer for Jupitermedia of various technology-focused events in Germany. Prior to the commercial Internet he was editor of a group of CD-ROM related publications in London. Originally from New Zealand, Matthew has a BA in Political Science from Victoria University of Wellington.



**Rob Hamlin**  
President and CEO  
*MarketArt*

Rob is the President and CEO of MarketArt, creators of the ✖You Are Here Interactive Map and Directory system. Rob has an extensive background in bringing digital technology solutions to businesses looking to increase sales and client value. As employee #34 at MapInfo (NASDAQ: MAPS), Rob was with the first company to deploy user-friendly mapping solutions on PC's in the late 80's, and it was there where he developed an understanding of how to build software to meet the real needs of the user. No technology for technology's sake!

Rob brought that philosophy to the event world in 2005, developing the You Are Here suite of products providing a full Event Management System for tools tied with audience-facing elements such as maps, wayfinding, search, marketing and social media. With offices in (upstate) NY and Old Town Alexandria (DC) MarketArt will deploy their web, mobile and floor solutions at 129 (and counting) events in 2011.



**Jenn Heinold**  
Show Director  
*Access Intelligence*

Jenn Heinold joined the Access Intelligence Satellite Group in 2006 to serve as the lead marketer for the SATELLITE Conference and Exhibition. During her two-year tenure as marketer for SATELLITE, Jenn grew attendee registration revenue by 50% by implementing a one-to-one marketing campaign targeting key vertical markets. In March 2008, Jenn was promoted to Show Director of SATELLITE, overseeing

sales, operations, conference development and marketing. Since 2008, Jenn has grown her event portfolio through acquisitions and launches from one tradeshow to the 7 she currently manages, serving the satellite, aviation, oil and gas and medical markets. Before joining Access Intelligence, she served as Marketing and Communications Manager of GovSec, U.S. Law and Ready! tradeshow, produced by National Trade Productions. She earned a B.A. in Journalism from Penn State University and still spends most Saturday afternoons in the fall cheering on the Nittany Lions.



**Vicki Hennin**

VP Strategic Marketing  
and Business Intelligence

*Diversified Business Communications*

As VP Strategic Marketing & Business Intelligence, Ms. Hennin oversees both Diversified's global best practices around marketing strategy and Diversified's marketing services, analytics and project management office. Before joining the company in 1996, Ms. Hennin worked in the Direct Marketing Department at LL Bean. Previously, she was the Circulation Manager for PC Week, a Ziff-Davis publication.



**Nancy Largay**

Vice President  
*Reed Exhibitions*

Nancy's experiences include numerous years working for Reed Exhibition Companies, (1991-2000) and returned to Reed (2007-today). She also spent time at Penton Media and she managed her own consulting company. During her first nine-years with Reed Exhibition, Nancy moved from Senior Sales Executive to Sales Manager to Sales Director to Vice

President of the central Sponsorship sales team which she founded. Nancy's success continued at Penton Media (2000-2001) while Vice President of Sponsorship sales and her teams continue to meet and achieve their goals.

In 2001 Largay struck out on her own, starting Largay Media LLC in September 2001. Nancy's clients include pulver.com/pulvermedia, Reed Exhibition Companies, the Toy Industry Association, IIR, ST Media Group, TJR Industries, The WiMAX Forum, Global Executive and Gartner Group. Largay returned to Reed Exhibitions to continue her tenure with company in the fall of 2007 and continues her efforts for the company.

In addition to Nancy's passion for the industry, her never ending passion for creative revenue streams, her love of events, she is an active social media activist. To find out more, you can find her on Facebook (Nancy Leader Largay) and Twitter (@leaderofthepack).

Hailing from Buffalo, New York Nancy graduated Cume Laude from the University of Massachusetts Amherst. She and her two children, Brian and Sean (and Lola and Molly, their ever-faithful dog contingent) make their home in Norwalk, CT.



**Mark J. Levitt**

Online Product Manager  
*O'Reilly Media, Events*

Mark (@mjlevitt) manages Online & Event Technology for O'Reilly Media Inc. (oreilly.com), a long-established chronicler & catalyst of bleeding-edge technology that assembles must-attend events (both in-person and virtual) for alpha geeks & thought leaders including the Open Source Convention (oscon.com), Strata (strataconf.com), Web 2.0 Summit (web2summit.com), & Maker Faire (makerfaire.com). Prior to joining O'Reilly 7 years ago, Mark Developed Online Content at MTV Networks on teams dedicated to the convergence of on-air and online content.



**Cristopher Levy**

Managing Partner  
*Encore Media Partners*

Since starting his career in the late 80s with COMDEX, which became the largest trade show in the U.S., Cris has worked on hundreds of local, national and international events and directed the investment of millions of dollars in show promotion.

Cris is currently managing partner of Encore Media Partners, an audience strategy, marketing and media buying agency, which specializes in local, national and global trade and consumer shows and other types of events. In this role, he collaborates with leading show producers on "live" audience acquisition across multiple industries, domestic and foreign markets and traditional, digital and mobile media platforms.

An avid speaker and writer, Cris shares his ideas on an ongoing basis. He writes a weekly blog post on show marketing for EXPO, publishes a monthly newsletter for event marketers, hosts Encore's annual Event Marketing Roundtable, and is leading sessions at the SISO Executive Conference and Expo! Expo! IAEE's Annual Meeting & Exhibition in 2011.



**Rick McConnell**

President  
*Hanley Wood Exhibitions*

Rick has been employed in the tradeshow industry for the past 21 years and is currently the President for Hanley Wood Exhibitions. Rick's responsibilities include overall direction of the International Pool Spa Patio Expo, International Roofing Expo, JLC Live, Remodeling Show and Deck Expo. Rick is

also responsible for marketing and sales initiatives across the division. Hanley Wood is a major business-to-business media company featuring leading publications, e-media properties, market research and tradeshows in the construction industry.

Rick's past experiences include responsibility for Miller Freeman's Apparel Group, which included the management of the Bobbin Show, Imprinted Sportswear Shows, Impressions Magazine and Bobbin Magazine. Rick also was Show Director for the 7,000 booth plus Miller Freeman's ASD/ AMD Show and the Las Vegas Gift Expo, working closely with Giftware Business and ASD/AMD Tradenews.

Prior to joining Miller Freeman, Rick worked for MAGIC International, a 9,000 plus booth event for the men's, women's and children's apparel industries.

Rick's educational background includes an MBA from the University of Arkansas and a Bachelor of Business Administration from Southwest Texas State University.



**John Moriarty**

VP, Sales and Marketing  
*CeBIT/Hannover Fairs USA, Inc.*

Originally from Western New York, John moved to Fairfield County, CT in 1988 after graduating from the State University of New York College at Cortland with a degree in Economics. After 7 years with the Xerox Corporation and Bell Atlantic working in various sales roles, he joined Reed Exhibitions and started a career in the tradeshow industry and is most recently serving as Vice President, Sales & Marketing at Hannover Fairs USA for CeBIT, the World's Largest Technology Trade Fair. John also spent 3 years at Penton Media working in business development as well as managing a portfolio of events. He and his family live in Bethel, CT and are avid boaters who spend summer weekends enjoying friends and family on Candlewood Lake. He has served on the boards of the Bethel Education Foundation and the Bethel Winter Guard Association.



**Stephen Nold**

President  
Tarsus Advon

As a technology consultant, Stephen Nold began his career in research and transitioned into market launch strategies. He has witnessed the problems of poorly designed technology roadmaps. Calling attention to the impact of social media and other disruptive technologies, Stephen has become an advocate of industry innovation that evolves engagement on trade show floor and in session rooms.

He has worked with a long list of corporate and trade show clients including Hanley Wood, IBM, Gartner, Intel, Society of Petroleum Engineers.

Stephen's goal as a speaker, writer and consultant is to educate his audiences and clients about the efficient use of technology to save time and improve productivity. With his experience in technology development and marketing, he explores complex topics through an exciting, understandable approach.

Stephen is an active member of International Association of Exhibitions and Events and SISO and has served on the MPI Exhibits Advisory Task Force, IAEE E2 eMERGE Conference Advisory Team, TSAE Editorial Board and the IAEE Expo Expo Education Committee.



**Brian Pagel**

Vice President, Kitchen and Bath Group  
*Nielsen Expositions*

Currently the Vice President of the Kitchen and Bath Group with Nielsen Expositions, Brian is a seasoned trade show and publishing executive with nearly 15 years of industry experience in the B2B space. He has an expertise in business development, strategic marketing, successful brand repositioning, developing customized client solutions and prides himself in driving innovation. He has served as a guest speaker on a variety of industry panels and has been quoted in several industry publications.



**Jack Powers**

Director  
IN3.ORG

Jack Powers is the director of New York's IN3.ORG, the International Informatics Institute, a center for research and education in media, technology, business and society founded in 1982. An experienced conference chairman, business educator and the author of six books on communications systems, Jack edits the Institute's web journal and conducts executive education workshops in emerging technologies for corporate and government clients around the world. Curious about the emerging issues in e-learning and on-line conferencing, he's back at school as a graduate student at the City University of New York studying interactive technology and pedagogy. Jack serves on several advisory board in the public sector and is the chairman of New York City's Advisory Council for Career & Technical Education.



**Tony Shaw**

President  
*Dataversity*

Tony is the founder and CEO of Dataversity and Wilshire Conferences. He is responsible for the overall editorial and business strategy of both organizations, which conduct educational conferences, training and publishing activities focused on the area of enterprise data management. He co-founded the Semantic Technology Conference (SemTech) which was recently sold to WebMediaBrands (Nasdaq: WEBM). Prior to founding Wilshire he also started a dotcom in the identity management space called BigID (which went the way of most dotcoms), and was the president of Technology Transfer Institute (TTI). He still facilitates TTI's strategic technology forum for CTOs, called TTI/Vanguard.



**Kyle Welch**

VP Finance  
*Hanley Wood Exhibitions*

Kyle Welch is Vice President of Finance and Administration for Hanley Wood Exhibitions. In her role as Vice President, Welch is responsible for the Exhibitions Division's Central Services which includes accounting, FP&A, technology, digital media, registration, housing and travel. Welch has overall strategic, profit and loss, and capital responsibilities for the division's technology and digital e-media products, registration, housing and travel.

Welch brings more than 25 years of experience in management and has been responsible for the successful development and implementation of numerous systems and projects across the tradeshow and broadcasting industries. Prior to Hanley Wood, Welch held management positions with Clear Channel Radio, Citicasters, Nationwide Insurance, and Sandusky Radio.

Hanley Wood Exhibitions is a division of Hanley Wood, LLC, one of the 10 largest business-to-business media companies in the United States serving the residential and commercial construction industries.