

## PRESS RELEASE:

### Comexposium appoints Chief Digital Officer



Paris, 18 July 2018 --- Comexposium, the global events organiser, today announced the appointment of Romain Chassinat as Chief Digital Officer (CDO). Romain joins Comexposium from Rexel, where he most recently was MarketPlace Business Development Director. As CDO, Romain will be responsible for driving the digital transformation of the business, as Comexposium seeks to deliver more value to its customers through the integrated alignment of data and technology.

Speaking about joining Comexposium, Romain said, “My focus is always to think about the customer first, to intelligently utilise data to understand the customer, and then to deliver digital solutions to offer more value and provide unique experiences for the customer. I am delighted to be joining Comexposium and to have the opportunity to lead the digital transformation of the business. I am looking forward to guiding and focusing the businesses digital strategy.”

At Rexel, Romain worked with commercial development teams to drive international business growth through data driven customer insight, aligned with digital tools, and strategic governance. Further, he has worked in digital marketing, business and software development roles, all giving him a strong background in data, sales, and marketing, and the alignment of these functions.

“Across Comexposium, and through the entire events industry, we acknowledge that data is the backbone of our business. We are so pleased to have Romain joining us with his extensive experience in digital transformation, to help us challenge our ways of thinking, push us to be more agile, and give us the opportunity to experiment with new processes and tools. It is our aim to enhance customer experience through data and to create more value for our customers through intelligent digital solutions,” said Simon Foster, CEO of Comexposium.

Romain starts with Comexposium in September, taking over from Marion Vincent, who left Comexposium at the end of June.

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#### Comexposium

Comexposium is one of the world’s leading event organisers. Globally, it hosts more than 177 B2B and B2C events across many different sectors, including food, agriculture, retail, e-commerce, fashion, security, digital, construction, high-tech, optics, healthcare, education, and transport. In over 30 countries, Comexposium welcomes more than 3 million visitors and 45,000 exhibitors annually. Headquartered in France, Comexposium’s nearly 800 employees operate in 16 countries, Australia, Canada, China, Denmark, Germany, India, Indonesia, Japan, Mexico, Singapore, Spain,

Sweden, UAE, UK and USA. Comexposium aims to be seen as the place to be, building bridges between people and business.