

Biography: Carina Bauer, CEO, IMEX Group

- Having graduated from Oxford University, UK, in Politics, Philosophy and Economics in 1998, Carina began her career in retail and catering – setting up and running a family owned chain of coffee shops located throughout the South of England – GoodBean Coffee. As Managing Director, Carina was in charge of the expansion of the business which grew to 13 stores in 3 years and was sold to a publicly listed company in December 2001.
- Following a short break working in a ski resort in Italy, Carina entered the meetings industry in 2002 as the Marketing and Operations Director for the IMEX exhibition in Frankfurt. As a part of the original launch team for the exhibition, Carina managed all aspects of the marketing mix including all promotional campaigns and materials, educational and new vision projects, strategic partnerships and sponsorships, plus website and online development.
- Following the expansion of the IMEX brand into America in 2009, Carina was appointed CEO of the IMEX Group. In this role, Carina is responsible for operating controls, strategic partnerships and PR; plus retains a special focus on marketing initiatives for both shows.
- Carina is an active member of the meetings industry and has served as Chair of the Marketing Committee for the MPI's European Meetings & Events Conference, London (2008), as well as served on the Board of the MPI UK Chapter and the MPI International Multicultural Committee. She is also an active member of Site and PCMA.

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