

# ISE grows Senior Leadership Team

## Key Appointments made Ahead of Milestone 20th Anniversary Edition



L-R: Jeroen-Perquin, Tom Barker-Harrold

Integrated Systems Events has announced the expansion of its Senior Leadership Team with key appointments ahead of ISE 2024. Tom Barker-Harrold joins as Senior Marketing Director and Jeroen Perquin as Senior Finance Director.

“At ISE, we have ambitious goals for the future so it’s important that we have the right team in place to get us there. Tom and Jeroen join at an exciting time, as we prepare for our special 20th anniversary edition at ISE 2024, and we’re thrilled to welcome their unique knowledge, insights and experiences to our dynamic and international team,” says Mike Blackman, Managing Director, Integrated Systems Events.

Jeroen joined as Senior Finance Director at ISE earlier this year and is based in The Netherlands. Jeroen brings extensive international finance experience from the energy, engineering and IT business to the company, working for both large multinationals as well as start-up companies. Tom, based in the UK, joined in August and will oversee the company’s marketing and content strategy across multiple platforms in the lead up to its flagship event, in his role as Senior Marketing Director. Tom brings over 15 years’ experience within the AV industry - and valuable experience as an ISE exhibitor - to his new role.

“I’m delighted to be joining the team during such an exciting phase. The 20th

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Friday, 22 September 2023 19:13

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anniversary edition of ISE promises to be an unmissable event and I'm looking forward to marking the occasion with our valued participants. The show's evolution since my early visits to the RAI has been impressive and I look forward to building on that into the future, together with our industry partners," comments Tom.

"Joining just before the 2023 show, and being new to the industry, it was impossible for me not to be hugely impressed by the quality and the size of the ISE show as well as the diversity and quality of the ISE team organising it. I am very happy I can bring my international finance experience into the ISE event and to the ISE team, and look forward to the 20th anniversary of ISE and beyond," comments Jeroen.

To complement the expansion of the Senior Leadership Team, ISE also welcomed Lara Mayer as Manager of Business Development & Special Projects. Lara brings extensive experience in strategic management to the company. The ISE Sales Team is completed by Siqi Deng as Sales Assistant and Antonia Lennon as Sponsorship Manager. The ISE Marketing Team welcomed Gordon Wong as Marketing Executive earlier this year and the ISE Operations Team expanded with the appointment of Raúl Ruiz and Loan Muñoz as Customer Success Executives.

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