

BROADGROUP ANNOUNCES NEW BUSINESS DEVELOPMENT HIRE TO EXPAND ITS INTERNATIONAL MARKET PRESENCE

Submitted by: BroadGroup

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Strategic Decision Bolsters Innovative Company's Market Position

London, 27 October 2017 – BroadGroup (<http://www.broad-group.com>), the information Media Technology and Professional Services company and market leader in providing high end data centre and cloud conferences, exhibitions and Awards, is delighted to announce that Gary Cunningham has joined the company focused on international business development, further complementing its team of industry veterans.

With more than fifteen years of business development excellence and industry experience across the data centre sector Gary specializes in building new business opportunities and supporting international expansion.

"Gary will bring not only his knowledge of the sector, but also energy and passion into his new role where his primary focus will be the development and implementation of strategies that will drive sales and fuel aggressive growth," commented Gregory Gerot, vice president and managing director at BroadGroup.

His previous experience and expertise with a number of conference players enables him to deploy a uniquely dynamic set of abilities and additional diversity BroadGroup's sales team and long term development objectives. Well respected within the industry and known for going well above and beyond customer expectations, BroadGroup anticipates that he will provide an immediate and positive impact overall. Gary plans to leverage this insight, as well as his extensive network, to find and develop new growth opportunities for the company.

"He is a strong addition and we welcome him to our team," commented Philip Low, chairman. "I am convinced that his personality, broad commercial expertise and network in international business will make him successful for BroadGroup."

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About BroadGroup

BroadGroup is an Information Media Technology and Professional Services provider and a member company of FTSE 250 and international business-to-business information company, Euromoney Institutional Investor PLC. Established in 2002, the company has achieved recognition and growth through delivering quality research and events across the IT infrastructure sector. Its Data Centre and Cloud practice is the market leader in providing commercial due diligence, research and analysis for the sector. The company's event portfolio brands include Datacloud, Datacloud Awards, Finance and Investment Forum and Dark Fibre Convention which deliver high quality international networking and business opportunity events. The company also owns the leading online information source, magazine and specialist forum Data Economy (<https://www.data-economy.com>)
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