

In April 2019, Martin joined the International Association of Professional Congress Organisers (IAPCO) as the new CEO where he oversees the strategic management of the not-for-profit membership association.

Martin has a wealth of experience and a strategic vision that has been shaped over decades of working across a number of countries in the business and professional events and meetings industry. After university and a successful run as a restaurateur, he launched a corporate event management start-up in Canada in the late 1990's. At the same time, he launched a digital marketing company connecting event attendees to corporate and charity sponsors' on-line presence (pre-Facebook and twitter!), which he then sold in 2004. For the past 19 years, he has focussed his attention and built his knowledge and experience of corporate and association conference business as part of an international convention centre team, then as a Professional Conference Organiser (PCO) and 6 years as the Director of Europe for the partner and government-funded Convention Bureau of Sydney, Australia.

Since at the helm of IAPCO, Martin developed the 5-year strategic plan, alongside the IAPCO Council and has been instrumental in driving the Association's international engagement and strategic partnerships whilst ensuring organisational sustainability throughout the recent global pandemic.

Martin is a strong believer that business and professional events can drive positive and holistic change for better societies.