

Deborah Evans

Senior Management Professional

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Accomplished Senior Strategic Leader with thirty years' international experience in the exhibition and LIVE events sector, leading at both country and regional levels.

Change Manager, who builds and leads high-performing and diverse teams to drive strategic goals that support brands, optimise efficiency and maximise organisational profit potential.

Effectively develop and drive business by applying an intrapreneurial impetus, ongoing innovation and best practice that catalyses growth and delivers significantly greater value to customers.

CAREER HISTORY

Freeman

Freeman is the leading global provider of brand experiences. We use the power of integrated digital and live events to move markets, connect people, support growth, and generate revenues for the world's leading organizations.

Managing Director, APAC (based in Singapore)

Dec 2019 - current

Deliver strategic direction, growth and oversight of the Asia Pacific region; in particular drive expansion in Singapore and China.

Australian International School

The Australian International School is part of Cognita, a group of 77 schools across 10 countries and employing 7500 employees is a southern-hemisphere school in Singapore offering an Australian curriculum-based global education for students from 2 months to 18 years.

Director of Admissions, (based in Singapore)

June 2019 - Dec 2019

Deliver revenue, growth and oversight of the sales team in the school. Responsible for the re-engineering and re-structure of the sales function and team to enable revenue budgets to be achieved whilst operating in a highly competitive market.

Reed Exhibitions

Reed Exhibitions, part of the RELX Group, is an event organiser, with a portfolio of approximately 500 events in 40 countries including key geographies the Americas, Europe, Asia and the Middle East, employing around 4,000 staff.

President SEA and Australia, (based in Singapore)

2014 – Mar 2019

Deliver strategic direction, growth and oversight of the SEA and Australia region; in particular drive rapid expansion in SEA. Responsible for a US\$110m turnover business and 320 staff. Created Centres of Expertise across sales, marketing, digital and human resources to elevate skill level in SEA businesses.

Assigned global commercial lead role for a large industry acquisition deal in 2016. Assigned global lead for review of company marketing practices and delivered a roadmap for a new structure to fit with a global digital enterprise architecture project. Selected as 1 of 5 women for the RELX high potential women's programme in 2018.

Managing Director Australia

2008 – 2013

Responsible for a US\$50m turnover business with a staff of 130, successfully returning the business to high growth and responsible for achieving market leadership status. Selected to attend Business Leadership Programme in the UK and USA: a programme developed in conjunction with Harvard University.

Successfully led the industry to lobby the NSW government to build a temporary venue in 2014 due to the closure and rebuild of the Sydney Convention and Exhibition Centre enabling the Australian exhibition industry to continue business for 3 years, receiving public recognition from the NSW government.

Reed Exhibition	Exhibition Director	2000 – 2007
Informa, Sydney	GM / Publishing Director	1995 – 1999
IKEA, Sydney	Logistics Manager	1991 – 1995
GPR, Sydney	Management Consultant	1990 – 1991

PROFESSIONAL MEMBERSHIPS

Exhibition and Event Association of Australasia [EEAA] (2008 – 2014)