

---

# MR JOEL GOH

Joel Goh is the founder and Chief Executive Officer of Trinax, a next-generation experiential agency with interactive communication technologies at its core.

Backed with a strong engineering background, Joel possesses a strong passion for creatives and an intuitive eye for detail. Joel holds a Bachelor's degree in Information Technology and Masters of Commerce from the University of Sydney.

With more than a decade of experience in the events and MICE industry, Joel helms the strategic and organisational needs for the company. He has spearheaded growth strategic programs that propelled the company to new heights, whilst being in the extremely diverse and competitive industry. Notably, he has led the company to multiple awards, including a runner-up placing in the China-Singapore Start-up competition in Beijing back in 2013.

In 2019, Joel successfully identified key growth areas and cemented the company's position of a leading experiential agency through the introduction of a future-proof technology suite for powering Virtual & Hybrid Events of the future.

Being a committee member of SACEOS, Joel strives to empower and inspire members to adopt as well as adapt the most relevant and effective technologies and know-how in order to strengthen Singapore's position as an event hub in the region.

As hybridised and virtual events become the norm, it is even more important that industries work closer together as a community to overcome challenges ahead with continuous innovation.

---

