

Julie Smith

Senior Vice President, Exhibition Sales, GES
Chair, APEX COVID-19 Business Recovery Task Force

Julie Smith, CEM, CTA, SVP, Exhibition Sales at GES, is very optimistic about the future of F2F meetings. Smith is a passionate volunteer, and in addition to serving on many committees and boards, she was chair of IAEE in 2016 and president of ESCA in 2017, and is a member of PCMA. She currently belongs to the EIC's Covid-19 Business Recovery Task Force, and chaired the working group that developed the recently released B2B and B2C Exhibitions Accepted Practices Guide.