

C Squared creates new global commercial role; hires Haymarket lead

LONDON, UK: C Squared, the UK-based publishing and events company for the global marketing and advertising industry and founders of the Festival of Media, has announced that Ivor Falvey (currently director of Commercial Strategy at Haymarket Media) is to join the company.



Falvey joins as global director, revenue & strategy, a newly created role designed to cover all areas of C Squared's business. Falvey will oversee the commercial development of The Festival of Media, which launched five years ago and now boasts global, LatAm and Asian events. He will also drive commercial strategies for the M&M brand, innovation database and news outlet *Cream* as well as C Squared's Original Events department which recently delivered the first ever, sell-out event for *Wired* magazine.

C Squared's CEO, Charlie Crowe, said: "We are delighted that Ivor is joining our senior management team. He knows our market, our clients and shares our vision for the global expansion of our brands. We have enjoyed significant growth over the last five years and have some bold plans for the future which Ivor will help us to deliver."

Falvey will join the C Squared Board and report to Katharina Pesch, managing director.

Said Falvey: "Managing iconic brands is the business we are in and C Squared's brands present a huge and exciting opportunity. My time at Haymarket was a great chapter spent in UK marketing but increasingly brands want a global perspective with local application. That is what the C Squared portfolio can deliver and I am looking forward to working with clients to help deliver their brand needs."