



Eric Rozenberg, CEO, SecuTIX US, President and CEO, Event Business Formula

Eric Rozenberg has produced some of the most exciting events that business people have ever attended. Each event was designed to not just entertain attendees but to align them with corporate goals, generate profits and empower teams. Eric is an entrepreneur, speaker and bestselling author. His book, *Meeting at C-Level –An Executive’s Guide for Driving Strategy and Helping the Rest of Us Figure Out What the Boss Wants* is the first book on the «Why?» of a meeting. It has been endorsed by 20 of the most influential leaders from the corporate and association worlds and is a bestseller. Because you’ve done it every year can’t be the only reason why you hold your next meeting. The power of human connections can often be underestimated...until we experience it Eric has helped thousands of independent planners / entrepreneurs grow and manage their business better. For two decades in a previous life, Eric has consulted with Fortune 500 companies and produced conferences in more than 50 countries across diverse industries. He believes organizations must create meetings and events that are not only breathtakingly memorable but which bring corporate strategies to life and amplify team motivation/performance. He is CEO for SecuTixUS, the most advanced ticketing engagement platform, and President and CEO of Event Business Formula, the first online platform dedicated to helping event business owners manage and grow their business and get a Life! Originally from Belgium, Eric was the first European to become Chairman of the International Board of Meetings Professional International (MPI), the largest professional association in the Meetings and Events Industry. Eric is a current member of Entrepreneurs Organization (EO –www.eonetwork.org) and The Strategic Forum (www.thestrategicforum.com). He also serves on the Board of Trustees of the Demoucelle Parkinson Foundation in Belgium (<http://www.demoucelle.com/charity/how-we-are/the-board/>). Eric happily lives in South Florida with his amazing wife and daughters and he can be reached at <https://www.linkedin.com/in/ericrozenberg> or eric@eventbusinessformula.com.