



Rodolphe LAMEYSE
CEO of Vinexpo

Rodolphe Lameyse joined Vinexpo as Chief Executive Officer (CEO) on April 16, 2019.

Expert in the organisation of international professional events, his experience and understanding of the key markets will help the Vinexpo group to accelerate its development, increase its market share and assert its position of global leader in the wine and spirits industry.

Rodolphe Lameyse graduated from Kedge Bordeaux (previously Sup de Co Bordeaux), and holds an MBA from HEC Paris.

Before joining Vinexpo, Rodolphe was Marketing and Customer Services Director at Reed Midem in France where he directed digital marketing, e-business and the customer experience, from the recruitment of visitors to on-site experience.

From 2014 to 2019, he was based in Singapore and directed a consulting company serving the exhibition industry before joining Informa (formerly UBM) to head the Food & Hotel Asia (FHA) events.

With more than 20 years of experience, Rodolphe has helped his clients to create and foster the international penetration of their brand thanks to his in-depth customer knowledge and by implementing rebranding and international deployment strategies. Throughout his career, his expertise in trade events has helped deliver high added value to exhibitors and visitors, in line with global consumption and distribution patterns.