

# TOMI HILVO APPOINTED NEW CEO FOR WULFF ENTRE

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**Tomi Hilvo**, M.Sc. (Econ.), 50, has been appointed CEO of Wulff Entre and a member of the Wulff Group's Management Team as of August 3, 2020. He will transfer to Wulff from the position of CEO of Dingle Oy, which specializes in digital marketing. At Wulff, Hilvo will lead and create growth and develop the trade show and event industry. Prior to Dingle, Hilvo, who has a diverse international career, was the CEO of BtoB event concept company Management Events Oy in 2007-2014. Management Events grew rapidly in Europe and Asia, driven by him.

**Elina Pienimäki**, CEO of Wulff Group Plc: "Wulff Entre's strategy aims for profitable growth and internationalization. I am delighted that Tomi Hilvo starts to lead our international trade fair operations. He is a passionate and engaging innovator and a growth driver who shares Wulff's values. The internationalization of the Finnish service concept led by Hilvo played a significant role in the strong growth of Management Events. He brought about growth by leading people, encouraging them to do their best. Hilvo's experience and expertise complement both the expertise of Group's Management Team and Wulff Entre's team of professionals."

**Ninni Arion**, who has been Wulff Entre's CEO since 2014 and has had a distinguished career in the company for more than ten years, has decided to move towards new opportunities outside the company and at the same time leave the Wulff Group Management Team. "I thank Wulff, Wulff Entre staff and customers for the great years together. It is possible for Wulff Entre to succeed in this time by modernizing its services, and perhaps by creating a completely new market. It requires a new digital vision and ideas that I believe Tomi Hilvo will bring with him. I am thankful for the rich experience of the years and the fact that I have had a chance to lead a great company and the people as well as to work in an interesting field of business of fabulous customers and partners."

Tomi Hilvo: "Restrictions caused by the coronavirus have changed the behavior of people and companies. The threshold for encountering people on digital surfaces has been lowered, and credit for quality interaction with digital tools has risen significantly. At the same time, the specificity, relevance and dignity of face-to-face meetings are even better understood. In the future, the best players will offer their customers both the highest value physical encounters and various innovative hybrid solutions, and we are developing such. The Wulff Entre team is an enthusiastic and creative team of top professionals. When there is a strong desire to succeed and serve customers, it is possible to grow and create something new even in challenging conditions. In this industry, in this company and with these people, it's great to get started in August."

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