

MESSE  
MÜNCHEN

## VITA DR. REINHARD PFEIFFER CEO MESSE MÜNCHEN GROUP



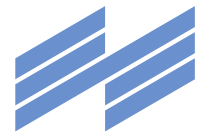
**Dr. Reinhard Pfeiffer**, born in 1963, has been CEO of the Messe München Group since July 2022.

In a CEO dual leadership, he is responsible together with Stefan Rummel for the overall management and coordination of the Messe München Group.

He is in charge of the capital goods and technology trade fairs worldwide, with brands such as BAU, electronica, productronica, automatica, LASER World of PHOTONICS, analytica, LOPEC and INTERFORST, as well as the public trade fair f.re.e. The business unit Guest Events with ICM and MOC is also under his direction.

He has strengthened the portfolio of Messe München with formats such as digital BAU in Germany, or with CHINA BREW CHINA BEVERAGE abroad.

Internally, his responsibilities include the divisions Finance and Controlling, Investment Management in Germany and abroad, Construction and Engineering, and Product Marketing & Sales.



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Dr. Pfeiffer started his career at Messe München GmbH in 2008 as a member of the management board, and has been Deputy CEO since 2014. On joining Messe München, he was able to contribute his experience as managing director of Bayern International GmbH and hence as a customer and partner of trade fair organizers.

Pfeiffer is a member of the Board of Directors of the AUMA Association of the German Trade Fair Industry and the GDG Association of Major German Exhibition Organizers. In addition to being a member of numerous boards, he is also a member of the DIHK Committee on Tourism and the advisory board of Bayern LB and ADAC Südbayern e.V.

He is married and has two children. He enjoys spending his free time in the mountains.