HEADBOX ANNOUNCES MAJOR STAFF EXPANSION

- Expansion follows recent £2m investment, growth during Covid and major client wins

- Key hire includes ex-EY EMEIA Meetings & Events Leader Gemma Bassett as Client Services Director -

27th January 2022, London: Event tech scale-up HeadBox, a digital platform for planning meetings and events, has significantly expanded its team since September 2021. Despite the challenges faced by the industry during the pandemic, the company has doubled in size in just three months to 60 people. The new hires will be joining the customer, commercial, product, marketing and operations teams as the company focuses on global expansion.

Hiring has been driven by a recent £2m investment, business growth during Covid and major client wins, fuelling the company's return to its pre-pandemic 100% year-on-year growth record.

The larger team will help HeadBox to meet the growing demand of meeting and event professionals using its market-leading software products, Lead Feed and Smart Book, as well as support for its strong and expanding customer base.

A significant hire is Gemma Bassett who joins as Client Services Director. As Meetings and Events Leader for the EMEA region at EY, Gemma directed a number of award-winning, high-profile meetings management programmes. In fact, it was in her previous role where Gemma learned of the HeadBox platform and worked with the company as a former client.

Following the recent wins of four significant multi-year contracts from FTSE 100 companies in the media, professional services and FMCG sectors, Gemma's role will support the strategy of major HeadBox clients and help them implement event management programmes using the company's Business software.

Gemma Bassett, HeadBox's Client Services Director commented:

"HeadBox is expertly positioned in the market to transform the meetings and events industry. I'm delighted to work with a passionate, talented team and join a company with innovative solutions for addressing the needs of a rapidly changing sector. I'm excited to work towards the constant improvement of our client experience and foster closer partnerships with a growing customer base."

Andrew Needham, HeadBox's CEO and Founder explained:

"I am excited that Gemma is joining HeadBox at such an important time. Gemma will head up the HeadBox Client Services, Account Management and Event Management teams for HeadBox in the UK. As the previous Meetings & Events Leader across EMEIA at EY, Gemma implemented the company's strategic meetings management programme for that region and brings over 20 years of industry experience. This will prove invaluable when it comes to helping HeadBox's major FTSE 100 clients implement similar programmes using our HeadBox Business software".

-Ends-

For further information please contact Kate Wilson

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Notes to Editor

HeadBox is the UK's fastest-growing event technology company. Our platform is the easy way to plan meetings, events and parties with confidence. Book, manage and deliver everything in one place - no long searches, no stress and no hidden costs.

HeadBox has raised a total of £13.2M in funding, including £4.5M from Guinness Asset Management, £1.5M from Deepbridge Capital and €2.5M from EGORA, a Munich-based German-American tech investment group.

Product overview

- headbox.com Let the perfect venue find you. Submit your enquiry and get fast personalised responses from available venues that match what you're looking for.
- Smart Book is a CRM software that enables organisations to plan, book and manage their entire meetings and events all in one place with the visibility for them to stay in control.
- Lead Feed is a live feed of relevant leads that venues can book their way, commission-free.

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