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Press release

Dr. Jeanette Loos named Global Head of ISPO Group

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- New position of Global Head of ISPO Group
- Focus on strategic enhancement of the ISPO cluster

Dr. Jeanette Loos has assumed the newly created position of Global Head of ISPO Group at Messe München. Her areas of responsibility include the strategic refinement of the entire ISPO portfolio, increased synergies among the individual stationary and digital platforms of ISPO and the optimization of processes at the ISPO Group. In her function, she reports directly to Tobias Gröber, Executive Director of the Business Unit Consumer Goods at Messe München.

Loos, who earned a doctorate in communications studies, has a broad range of experience in the areas of digital transformation, organization development, process optimization and change management. In her most recent position, she was a Senior Manager / Principal at goetzpartners Management Consultants. Previous positions included Techem Energy Services and the University of Hohenheim. Loos has also spent a considerable amount of time abroad, working in Brazil, China and Japan. As a former youth athlete in fistball, sport is still one of her passions.

Dr. Jeanette Loos is now heading the entire ISPO cluster. The exhibition directors of ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO report to her. Her areas of responsibility also include the ISPO Business Solutions, which comprises the online news portal ISPO.com, ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. Tobias Gröber, Executive Director of the Business Unit Consumer Goods at Messe München, says: "I am really happy that we could attract Jeanette Loos, an experienced strategist who can draw on her experience and management skills to fuel our effort to refine the ISPO Cluster."



We will be happy to provide you with image material on request.

About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.