



## **PRESS RELEASE**

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### **Larry Head Joins HPN Global**

Diageo Senior Event Planner Recruited to Run International Event Division

**Scottsdale, Ariz.** (March 31, 2010) [Hospitality Performance Network](#) (HPN) Global, the world's most global site selection and meeting procurement company announced the latest addition to its all-star international team. Effective immediately, Larry Head will become the Senior Vice President of Operations for HPN Global.

"Larry has held many prestigious sales and marketing positions with companies like Guinness, Diageo and Heublein," said Bill Kilburg, Chairman and Chief Executive Officer, HPN Global. "He has led global initiatives to increase revenue, market share and branding. He understands the meeting planning business and how to market and promote our services. Larry brings an international perspective to the table from his time spent in London with Diageo on the Corporate Relations Business Support team."

As Senior Vice President of Operations, Larry will be responsible for building and maintaining international relationships with large corporate accounts.

Larry has a wealth of domestic and international meeting and event planning experience and for the previous 15 years has carved out a stellar career in the wine, beer and spirits industry with Diageo. Diageo is well known for its world famous brands that include Guinness, Johnnie Walker, Smirnoff and Baileys. Most recently, he served on the Guinness Global Brand team for the Guinness 250<sup>th</sup> Anniversary program which held events all over the world including Dublin with performances from over 60 musical artists in over 30 venues across the city. Larry was

responsible for directing and hosting hospitality for over 2,000 invited VIP guests at the global celebration.

### **About HPN Global**

Scottsdale-based HPN rebranded under the name HPN Global in March 2010 to better align with its mission of becoming the world's most global site selection service provider. With meeting procurement professionals all over the world, HPN Global is committed to being an industry leader – not one founded on being the largest company, but one focused on being the best. The new international division of HPN Global is the result of a joint venture between HPN and Meetings International. Both companies have been serving the needs of association, non-profit, corporate and government agencies for 18 years collectively. To learn more, visit [www.HPNGLOBAL.com](http://www.HPNGLOBAL.com).

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