

Informa PLC: Press Release

16 April 2026

Appointment of inD CEO

David Lynn confirmed as inaugural CEO of Dubai-based partnership

Informa (LSE: INF.L), the international B2B Events, B2B Digital Services and Academic Markets Group, today confirmed that David Lynn has been appointed as Chief Executive of inD, its Dubai-based partnership with Dubai World Trade Centre ("DWTC").

Mr Lynn brings extensive international executive experience to inD from his previous role as President and Chief Executive of ViacomCBS Networks International, a billion-dollar revenue business with 5,000 colleagues across 180 markets. During his successful tenure, he led major digital transformations that disrupted the sector, including the launch of streaming platforms such as Paramount+ and PlutoTV across 20 countries. He also oversaw the successful integration of Network 10, a leading Australian network, Telefe, Argentina's main broadcaster and Channel Five, the UK's fifth terrestrial TV channel.

Mr Lynn will relocate to Dubai, becoming the inaugural CEO of inD from 4 May 2026, with the initial focus on effectively combining the DWTC and Informa B2B event brands and businesses within inD to create a single operating business with a clear growth plan for 2027 to 2029.

inD has a stated ambition to further strengthen its position within the UAE as the leading B2B Events Group and continue to expand into the wider IMEA region through a combination of new launches, brand extension and brand syndication.

inD is Informa's largest partnership business globally, combining DWTC's unique expertise, market access and national leadership, with the operating strengths, international reach and market-leading brands of the Informa Group.

Stephen A. Carter, Group Chief Executive, Informa, said:

"We are delighted to confirm David's appointment as inD's inaugural CEO. The appointment of an experienced international media and content executive underlines inD's ambition and the significant growth opportunity for high quality B2B brands in the IMEA region and beyond."

His Excellency Helal Saeed Almarri, CEO, DWTC, said:

"The CEO appointment reaffirms Dubai's attractiveness as a leading global destination for international executive talent. More specifically, it highlights the growth potential that inD as a business represents for the international B2B Events sector. We look forward to working with David to accelerate industry-defining opportunities under inD's home-grown platform for global connectivity."

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