

**Dorothy Belshaw**

Executive Vice President, Chief Customer & Marketing Officer

Dorothy Belshaw has served as IMC's Executive Vice President, Chief Customer & Marketing Officer since 2020, a role in which she oversees all aspects of IMC's end-to-end customer experience, driving increased buyer acquisition across all Markets, and developing digital tools and services to improve the at Market experience for buyers and tenants.

Dorothy joined IMC in 2012, bringing 20+ years of home and gift tradeshow industry experience to her role as President of its fledgling Gift division, with the specific charge of expanding the Las Vegas Market's gift, tabletop and housewares offerings. Her role soon broadened across IMC's Las Vegas and High Point campuses to include marketing and digital oversight, with responsibility for brand strategy and business development; digital services; marketing services; and public relations and corporate communications. In 2018, as a member of IMC's executive leadership team, she helped facilitate IMC's acquisition and integration of AmericasMart Atlanta, which included the Atlanta International Gift & Home Furnishings Market. In 2020, she aided the launch of IMC's new Digital Innovations division, which will bridge IMC's physical and digital markets, positioning IMC as the only omnichannel sales and marketing platform for the gift, home and apparel industries.

Prior to IMC, she was SVP at George Little Management (GLM), the nation's largest producer of consumer product tradeshows for the gift and home industries. During her 20-year career with GLM, she served as Director of its New York International Gift Fair (2007-2012); ran its Los Angeles office (2001-2007) which produced the California Gift Show and Gourmet Products Show; and managed GLM's Canadian Gift Shows.

She graduated from Hamilton College.