



**Michael Freter, CEO, PSI Promotional Product Service Institut –
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Michael Freter has worked for nonfiction publishers since 1988. He worked first for Weka as chief of product management information technology, and in 1993 he joined the publishing house Computerwoche Verlag, a subsidiary of IDG, the world's leading technology media, events, and research company. Until 1995 he served as an assistant on the board of directors and the management board.

In 2003 he joined the publishing house NWB Verlag as member of the directors' board in the area of marketing and sales. From 2005 – 2008 he served as CEO for marketing and sales of LexisNexis Deutschland GmbH. Since autumn 2006 he has been responsible for the development of solutions for law and administration at the company. He is now a member of the directors' board of the LexisNexis sister company Reed Exhibitions, Düsseldorf.