

Jon Bradshaw - Senior Sales Manager, IMEX

For the last 6 years Jon has been running his own personal training and performance company helping individuals and groups motivate themselves to achieve and surpass their fitness and life goals. Over the years he has worked with groups and individuals from a wide variety of disciplines including entertainment, business, fashion, law and medicine. His passion for self discovery and interest in the psychological aspect of motivation, as well as his ongoing studies in Neuro Linguistic Programming (NLP), have helped him build an understanding of how differently individuals work when set similar goals.

In October 2004 Jon was a member of a team who successfully completed a 6-day trek to the summit of Mt. Kilimanjaro, the world's highest freestanding mountain at 19,800ft/5985m. Jon excelled in a variety of athletic disciplines and played football semi-professionally for a number of clubs in England. Jon's personal best for the 100m is 11.65 seconds but at 35 it is now unlikely that he will be bettering this!

In May 2007 Jon will be part of a research group from University College London's Centre for Aviation, Space and Extreme environment medicine that will travel to Mt Everest to take part in scientific research at high altitude. The 23-day project aims to understand more about how the brain works at altitudes of up to 5300m (19,000ft)

Jon first entered the incentive industry in the late 1990's and returned to it three years ago as Sales Manager of IMEX, the European based international meetings and incentive exhibition. In his IMEX role he helps destinations understand the latest trends in the incentive/meetings industry and assists those who wish to use IMEX to promote themselves to buyers internationally.