



APPOINTMENT OF NEW CEO FOR HPOWER GROUP

Media Release: 03 December 2024

HPower Group announced today 03 December, the appointment of its new Chief Executive Officer, James Shaw LVO.

James joins HPower with an extensive background in leadership and national event organisation after 20 years' service in the British Army. He led the team that delivered the military elements of Queen Elizabeth II Jubilee and Funeral, and His Majesty King Charles's Coronation, for which he was recognised and appointed as Lieutenant of the Victorian Order (LVO) in the 2024 New Year's Honours List.

He also brings extensive operational leadership having served widely in the Middle East and South East Asia, and knows the equine world, having ridden on multiple national events and enjoyed playing polo. Aged 44, he will bring his energy and passion to HPower.

HPower was established over 35 years ago by Simon Brooks-Ward CVO CBE TD. The group own and run the Royal Windsor Horse Show and event manage the London International Horse Show and the Longines Hong Kong International Horse Show. The group is also known for its experience in running celebratory and commemorative events such as the BAFTA award winning Queen's 90th Birthday Celebration in Windsor (2016), the Windsor Castle Royal Tattoos (2007– 2012), three Jubilee events (2002, 2012 and 2022), D-Day 75 on behalf of the Royal British Legion, the events in France and Belgium that commemorated the First World War (The Centenary of the First World War – Mons 2014, The Centenary of the Battle of the Somme, 2016, and the Centenary of the Battle of Passchendaele, 2017) and commemorations for VE Day and VJ Day.

In 2022 the group created and organised The Late Queen's Platinum Jubilee Celebration at Windsor. This was the last event The Late Queen attended in full.

Simon Brooks-Ward will become Executive Chairman of the HPower Group and will continue to be involved in all of its events but will hand over the Event Directorship to Shaw, for the Windsor and London Horse Shows.

Shaw said; *"I am so excited to be starting as CEO of HPower Group and leading a Company I have worked closely with and have huge respect for. I hope to bring my experience in co-ordinating national events and continue to build on HPower's reputation as a leading event management and production company."*

Brooks-Ward said, *“This is a new chapter for the HPower Group. While stepping down as CEO and as Show Director for all of our events, I will still be involved in the ownership and the strategic and creative direction of the company. It is time that we look to the next 30 years and James’s appointment is the beginning of this process.”*

For further information please visit: www.hpower.co.uk

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