



Paula Lorimer

Director

United Kingdom

Paula Lorimer began her career in Publishing, quickly progressing to Group Advertising Director before moving into the world of Events, Conferences, and Exhibitions.

She now has more than three decades of high-level event industry experience and is the Harrogate Convention Centre Director.

Previous roles include deputy CEO at Manchester Central and Sales Director for International Confex, one of Europe's most significant event industry expos.

Since she arrived in North Yorkshire in 2019, Paula has transformed operations leading to major long-term contracts and high profile wins.

During the Covid-19 pandemic, she has overseen the convention centre's transformation into NHS Nightingale Yorkshire and the Humber.

Paula is now preparing a complete refurbishment and redevelopment of the iconic venue to help focus on the Association Conference sector and ensure that the building's sustainability credentials support Harrogate District's ambitious plans to be carbon neutral in 2038.

Throughout her career, Paula has demonstrated core competency in winning new business, building five-star service teams, increasing profitability, growing new revenue streams, and developing industry strategies that deliver success.