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Mayfield Merger Strategies expands team in response to rise in global events m&a activity

Mayfield Merger Strategies has announced the expansion of its team in response to strong global demand for its mergers and acquisition advisory services for the events industry. The new resource will afford Mayfield the opportunity of further expanding its client roster whilst continuing to provide the very best advice to its existing customers.

Peter Massey joins partners Anna John and Steve Monnington from Tarsus, where he held responsibility for building Tarsus' SE Asian business as managing director for Tarsus SE Asia.



Peter brings a wealth of events industry experience, formed over 20 years in leadership, business development and corporate development positions at Tarsus and Reed Exhibitions covering the UK, Asia and North America.

Commenting on the move Mayfield's managing director Steve Monnington said:

"We are delighted to welcome Peter. The expansion of our team will allow Mayfield to continue to deliver outstanding results for our global client base. The increased capability will allow Mayfield to further expand our business and relationships with organisers, private equity and media around the world and will allow us to develop our representation of the independent organisers and the businesses that they are developing".