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THE-ICE 16th IPoE Forum 2023

Plenary Panel: Industry Leaders in Conversation with Leaders of the Future

Ms Natalie O'Brien AM

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Chief Executive, Melbourne Convention and Exhibition Centre, Australia



Natalie O'Brien is Chief Executive of Melbourne Convention and Exhibition Centre (MCEC), where she is responsible for the strategic direction of the business. She also has oversight of planning and future management of the new Geelong Convention and Exhibition Centre (GCEC) opening in 2026.

Natalie is a former CEO of Food + Wine Victoria, producers of the internationally acclaimed Melbourne Food & Wine Festival. Prior to joining MCEC, Natalie ran her own strategic design agency for five years. During this time, she took on part-time CEO roles with Wine Victoria as well as Ballarat Regional Tourism.

Natalie was appointed a Member of the Order of Australia in the 2019 Australia Day Honours list for significant service to tourism, wine, and the community.

Prior to Food and Wine Victoria Natalie spent 12 years between Tourism Victoria and the City of Melbourne in events, marketing, and cultural development roles.