



Peter Rhodes OBE, is Managing Director of Reed Midem UK, the British representative office of Reed Midem.

With a background in Retail Sales, Advertising and Publishing Peter was employed in 1983 as Sales Director of RM London and then as Managing Director in 1988.

He works on all the Reed Midem markets dealing with UK, Australian and New Zealand representation. In 1993 the Russian Navy presented Peter with a medal for his help during MIP TV and in 1999 Peter received a platinum disc from the BPI in recognition of his support for the British at Midem.

In January 2007, Peter Rhodes was named an 'Officer of the Order of the British Empire' (OBE) in the United Kingdom's New Year's Honours List. The award was in recognition of his services to British business interests in France.

He is also a published author and Poet.