

BIC'S NEW TRENDS IN PUBLISHING SEMINAR 2016

The Stationers' Hall
(Ave Maria Lane, London EC4M 7DD)
Tuesday 6th September 2016
9:30am – 1pm

#BICnewtrends @BIC1UK

SPEAKER INFORMATION



Andre Breedt, Director, Book Research International, Nielsen Book

Andre Breedt is responsible for Nielsen's relationship with publishers and retailers in the UK, Italy, Spain and Brazil, ensuring that its clients gain maximum benefit from Nielsen's range of retail sales and consumer research data. Andre is also responsible for developing new territories for Nielsen's Book Research services and is working with key players in Mexico and other LATAM countries to develop robust market measure.

Andre's background is in book retail and market research. Since joining Nielsen BookScan, he has worked on projects ranging from analysing the Chinese book market, library borrowings, the digital market and the launch of Nielsen BookScan Brazil. He was identified as a "Rising Star" of the book trade in 2011 by *The Bookseller*: <http://www.thebookseller.com/feature/next-generation.html>



Florin Craciun, Head of Sales, Ingenta

As Head of Sales, Florin manages Ingenta's global sales team and is responsible for developing the market strategy for its tech applications and platform products. With 15 years' experience in international business development and sales management in start-ups and globally established software companies, Florin's background includes working for global enterprise software platforms vendors, library and publishing technology companies, as well as ecommerce and online payments providers, all of which give Florin a deep understanding of the publishing and information industries. Before joining Ingenta, Florin worked in the Cambridge offices

of ProQuest Workflow Solutions where he managed the academic, corporate and governmental sales of the library technologies across Europe, Middle East and Africa.



Ruth Jones, Director, Publisher Business Development, Ingram Content Group

Ruth is Director of Business Development, based in the UK. Her primary focus is developing international markets for Ingram's digital products such as CoreSource as well as finding new content partners for ICG. Ruth joined ICG in 2008, and has played a key role in the establishment of CoreSource as the market-leading digital asset distribution system for publishers, as well as building publisher relationships for other digital platforms such as MyiLibrary (now part of ProQuest) and VitalSource. Ruth represents Ingram on a number of industry groups, and chairs the BIC Digital Supply Chain Committee.

Ruth joined ICG from the British Library where she led the development of commercial partnerships and new product development. Key projects include Microsoft digitalization which digitized over 100,000 books, the digitization of 5 million C19th newspaper pages made available for scholarly and consumer access, and digital preservation services. Prior to that, Ruth ran a start-up providing journal hosting services for publishers, and was previously sales and marketing director for Thomson Learning EMEA.

P.T.O

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Karina Luke, Executive Director, BIC

Karina has worked in the book publishing industry for over 23 years, including 5 years with Dorling Kindersley, followed by 12 years at Penguin UK where she held several supply chain and operational roles, latterly as the Digital and Data Supply Chain Manager. Karina was appointed as BIC's Executive Director in February 2012 and has been instrumental in its restructure, which has seen the creation of an agile members organisation focused on driving & delivering meaningful change & education across all sectors of the book industry.

Previous publishing industry roles have included international sales / rights, customer operations, supply chain and stock management. She has a wealth of operational & data experience in both the physical and digital supply chains and is passionate about metadata and process improvement.

Follow Karina on twitter: @KarinaLuke



Richard Orme, Chief Executive, DAISY Consortium

Richard Orme is Chief Executive of the DAISY Consortium, an international non-profit of over 100 organisations working to improve access to published materials for people who are blind or otherwise print disabled. DAISY works with organisations through the book supply chain, working with developments in technology and regulation to enable publications to be more accessible to people who cannot read standard print. Richard has worked for more than 25 years in the field of disability, technology, and accessible reading and education. www.daisy.org



Natalie Smith, Associate, Harbottle & Lewis

Natalie Smith, Associate at Harbottle and Lewis, advises businesses on all commercial, intellectual property and data protection matters. She works with clients operating in sectors including media and entertainment, and technology. Natalie has a keen interest in wearable tech, virtual reality (VR), augmented reality (AR), the Internet of Things (IoT) and innovative technologies. She is also a member of the Society of Computers London.

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Nielsen is a global market information and measurement company with market leading positions in consumer information, television and other media measurement, online intelligence and mobile measurement.



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