

## BIC'S NEW TRENDS IN PUBLISHING SEMINAR 2018

**The Stationers' Hall**  
(Ave Maria Lane, London EC4M 7DD)  
**Tuesday 4<sup>th</sup> September 2018**  
**9:30am – 1pm**

**#BICnewtrends @BIC1UK**

### SPEAKER INFORMATION



**Mirosław Bober, Professor of Video Processing, University of Surrey**

Mirosław joined the University of Surrey in 2011 as Professor of Video Processing. He is leading the Visual Media Analysis team within the Centre for Vision, Speech and Signal Processing (CVSSP).

Prior to his appointment at Surrey Prof Bober was the General Manager of the Mitsubishi Electric R&D Centre Europe (MERCE-UK), and the Head of Research for its Visual & Sensing Division. He was leading this European Corporate R&D centre for 15 years.



**Mark Christian, Global Director, Immersive Learning, Pearson**

Mark is an educational technology and product management professional focused on transforming education and training through the use of mixed reality, augmented reality, virtual reality and 360° content. Mark is based in London and currently heads up Pearson Immersive, a division of Pearson Education focusing on AR, VR and 360 content. Prior to joining Pearson mark founded a startup in Australasia focusing on e-learning content. Mark has worked in various roles in education technology both in Australia, New Zealand and the US for both the private and public sectors.



**David Frohlich, Professor of Interaction Design, University of Surrey**

David is Director of Digital World Research Centre at the University of Surrey and Professor of Interaction Design. He joined the Centre in January 2005 to establish a new research agenda on new media innovation with social and cultural benefit. His current work includes a mixture of PhD and Research Council projects exploring digital storytelling, personal media collections and augmented paper (see: [www.surrey.ac.uk/dwrc/](http://www.surrey.ac.uk/dwrc/)).

David has a PhD in psychology from the University of Sheffield and post-doctoral training in Conversation Analysis from the University of York. He has also held visiting positions at the Royal College of Art, and the Universities of York, Manchester, Sydney (UTS) and Melbourne, and is founding editor of the international journal Personal and Ubiquitous Computing.



**Vicky Hampshire, Vice President of Business Development, Yewno**

Vicky is the VP of Business Development for Yewno and a member of the founding team. She is a results-driven expert in commercial business development. Prior to working with Yewno, she has 18 years experience in the telecommunications industry, both in consumer and business markets. Victoria has successfully delivered market strategies, new products and customer propositions into markets. Previously, Victoria was a senior business analyst at Cable & Wireless, and pricing and performance manager at the UK Post Office where she eventually took a senior role for managing and successfully launching the Post Office Ltd. MVNO in the UK.

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## SPEAKER INFORMATION

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**Stephen Long, Global Managing Director, Book Discovery & Commerce Solutions, Nielsen Book**

Stephen Long has worked in the book trade for over thirty years. Twenty of those were spent at the group of companies now making up Waterstones booksellers. During this period he undertook various store roles, including management, before joining the head office in the late nineties to focus on the roll out of an estate wide EPoS system, b2b e-commerce and the integration of Ottakar's bookshop chain.

Stephen joined Nielsen in early 2007, initially managing the Nielsen BookNet and Nielsen Technical Support teams, responsible for TeleOrdering and EDI services. Since then his role has expanded to include the Bowker Commerce Solutions business (PubEasy) acquired in 2013.

Since 2015 Stephen has had overall responsibility for both the BookData and BookNet businesses worldwide, now rebranded as Nielsen Discovery and Commerce Solutions. The product portfolio includes Nielsen BookData Online and the Nielsen Record Supply Service. He was appointed Global Managing Director for these products in January 2017.



**Simon Parker, Business Development Manager, Batch**

Simon was the first full-time employee at Batch, joining the company in March 2000. He designed the original Batch Returns System which has been developed into a major cross industry platform for managing returns. Simon's role as Business Analyst involves liaising with existing and potential new users, identifying issues and opportunities for improvements in the supply chain as well as overseeing the continued operation of the communications of the wide ranging Batch system.



**Karina Urquhart, Executive Director, Book Industry Communication (BIC) Ltd**

Karina is the Executive Director of BIC and has held this position since February 2012. Since then Karina has been instrumental in the restructure and re-invigoration of BIC which has seen the creation of an agile members organisation focused on driving and delivering meaningful change and education across all sectors of the UK book industry.

In terms of experience, Karina has worked in the book industry for over 25 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 & Data Supply Chain Manager. She has a wealth of operational and data experience in both the physical and digital supply chains and other previous roles have included customer operations, stock management and international sales/rights.

Follow Karina on twitter: @KarinaLuke



### Book Industry Communication Ltd (BIC)

BIC is the book industry's independent supply chain organisation, committed to improving the efficiency of the trade and library supply chains, reducing cost and automating processes. BIC is committed to creating an efficient supply chain for both physical and digital products across the entire book industry, working with all relevant stakeholders to eliminate wasteful and time-consuming practices and implement solutions acceptable to all. BIC's unique position of trust with all parties in the supply chain makes it possible to reach agreement on dependable standards and ways of working. Training is also at the heart of BIC's activities and BIC strongly believes that successful businesses start with people.

Find out more: [www.bic.org.uk](http://www.bic.org.uk)