



BIC at LBF 2015

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Building a Better Business Seminar
Conference Room 2, Conference Centre
Thursday 16th April 2015, 10am – 12noon

Speaker Information



Graham Bell, EDItEUR, UK

Graham is the Executive Director of EDItEUR, and is responsible for the overall development of EDItEUR's standards and the management services it supplies to other standards agencies (including the International ISBN, ISTC and ISNI agencies). Graham is also focused on the continuing development and application of ONIX for Books, and on other EDItEUR standards for both the book and serials sectors. He joined EDItEUR in 2010. Previously, Graham worked for HarperCollins Publishers in the UK where most recently he was Head of Publishing Systems. He led the development of bibliographic and digital asset management systems, and was involved with the launches of many recent

HarperCollins digital initiatives including e-audio, e-books and print-on-demand programmes. He has over a decade of experience with ONIX for Books. Prior to HarperCollins, he worked as an editor and in IT roles within the magazine industry with Redwood Publishing and BBC Magazines.



Janene Cox, Society of Chief Librarians, UK

Janene is the President of the Society of Chief Librarians and began her career working for Birmingham City Council as an Information Librarian based within Birmingham's reference Library. Since then she has worked for Northamptonshire County Council as a Principle Librarian, and then as Central Library Manager. She moved to Staffordshire in 2004 as the Head of Library Services and in 2010 became the Commissioner for Tourism and the Cultural County. Janene has been a member of the Society of Chief Librarians Executive since 2008 and became President in May 2012.

A passionate advocate for library services, Janene is also a champion for children's reading and literacy, speaking at numerous conferences, and is the Chair of the Reading Agency's Summer Reading Challenge Strategy Group which shapes and develops reading

programmes for children across the summer holidays.

During 2013, Janene was a member of the independent panel which advised and informed the Independent Review of e-lending commissioned by the DCMS and Chaired by William Sieghart. Since 2008, she has been a Trustee of The Reading Agency, an independent charity with a mission to inspire people to read more.



The Book Industry's Supply Chain Organisation



Frida Fosseng, Bokbasen AS, Norway

Frida is the Product Manager of Metadata at Bokbasen AS, the main metadata provider for the Norwegian book industry. She is responsible for all industry wide development projects concerning metadata flow and is Norway's representative on the ONIX and *Thema* International Steering Committees. Frida has a bachelor's degree in library and information sciences from the Oslo University College of Applied Sciences, and has 19 years of experience in production and distribution of metadata for the publishing industry. During 2014, Frida led the Norwegian ONIX3 migration project and was deeply involved with the introduction of *Thema*.



Justo Hidalgo, 24Symbols, Spain

Justo Hidalgo is co-founder of 24Symbols, a subscription service for ebooks. He teaches Product Strategy, Innovation and Lean Analytics at post-graduate and executive levels, and is a mentor for start-ups. Prior to 24Symbols, Justo was VP Product Management and Consulting at Denodo Technologies, leading worldwide presales and product management. He holds a Ph.D. and an M.S. in Computer Science, and has received training in Product Management, Product Marketing, Innovation and Creativity. Some of his work and thoughts can be reached at twitter: @justohidalgo, his blog (<http://www.loscuentosdelabuelo.com> in Spanish) and at <http://www.slideshare.net/justohidalgo>



Emma House, The Publishers Association, UK

Emma is the Director for Publisher Relations for The Publishers Association (PA), joining the PA in January 2009. Prior to the PA, Emma headed up International Development for 7 years at The London Book Fair and gained 6 years' experience in international business to business magazine publishing. Emma runs the PA's Boards on all aspects of publishing - Academic/STM, Education, Trade/Consumer and International, liaises with external partners and suppliers and oversees industry related projects. Emma also heads up the PA anti-piracy enforcement campaigns in overseas territories and develops overseas business opportunities for UK publishers.



Azar Hussain, Faber & Faber, UK

Azar has been Information Manager at Faber & Faber since 2010. His key responsibilities include managing the internal and external flow of data and developing and implementing new information systems.





Karina Luke, Book Industry Communication Ltd (BIC), UK

Karina is the Executive Director of BIC and has worked in the book publishing industry for over 22 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



Lindsey Mooney, Kobo, UK

Lindsey Mooney is Kobo's Content Lead in the UK where she is responsible for building Kobo's ties with publishers and content acquisition within the UK. After starting out as a book buyer across a number of categories, she moved into in the digital sphere, where her achievements include launching Little Brown's e-commerce site, working with the Book Depository on B2C fulfilment for indie bookshops and helping to create Anobii's e-book service.



Len Vlahos, BISG, USA

Len is the Executive Director of the Book Industry Study Group (BISG), a national not-for-profit trade association with a mission of facilitating innovation and shared solutions among all publishing ecosystem stakeholders. Since joining BISG, Len, among other accomplishments, spearheaded U.S. involvement of the development of *Thema*, the new global subject code classification scheme; facilitated the creation of a seminal report on the development, use, and modification of book product metadata; and successfully launched BISG's new Executive Lunch series of events aimed at industry thought leaders. Prior to joining BISG, Len spent nearly twenty years at the American Booksellers

Association (ABA), where he served as ABA's communications director, e-commerce director, education director, and most recently, chief operating officer. Len has worked for Internet marketing pioneer Yoyodyne, for Kratz & Co. public relations, and has worked in independent, chain, and university bookstores. He is also an author; his debut novel, *The Scar Boys* (Egmont USA) published in the winter of 2014 and has been named as a finalist for the American Library Association's William C. Morris award for best debut teen fiction.

