



## **Book Industry Communication's Building a Better, Greener Business Seminar 2022**

**Thursday 7<sup>th</sup> April 2022**

**10.00 am - 12 noon BST**

**The Olympia Theatre, The Olympia Room, Ground Floor, London Book Fair, Olympia**

**@bic1uk #LBF22bbgb**

Join us in this two hour session where you will hear from book industry experts on a variety of topics, all focussed on helping you build a more efficient, sustainable business.

### **Speaker information**

#### **Graham Bell, Executive Director, EDItEUR**

Graham Bell is Executive Director of EDItEUR, responsible for the overall development of EDItEUR's standards and the management services it provides on behalf of other standards agencies (including the International ISNI agency and the International DOI Foundation). He joined EDItEUR as its Chief Data Architect in 2010, focussed on the continuing development and application of ONIX for Books, and on other EDItEUR standards for both the book and serials sectors. Graham previously worked for HarperCollins Publishers in the UK, where most recently he was Head of Publishing Systems. Prior to HarperCollins, he worked as an editor and in IT roles within the magazine industry with Redwood Publishing and BBC Magazines.

#### **André Breedt, Managing Director, Nielsen BookData**

André Breedt is Managing Director of Nielsen BookData, the market leader in metadata supply, discovery, sales measurement, consumer research and commerce solutions for the book industry internationally. The company is also responsible for the ISBN and SAN Agencies for the UK & Ireland. André's background is in book retail and market research. Since joining Nielsen BookData he has worked on projects ranging from analysing the Chinese book market to the expansion of the digital market. He has been influential in the launch of new Nielsen BookScan markets, including Brazil, Mexico and India and is currently leading expansion efforts globally. In his role as MD, André has worked with numerous industry associations and bodies to develop standards and best practices, which are used internationally

#### **Ruth Jones, Director of Global Sales, Digital Solutions, Ingram Content Group**

Ruth is Director of Global Sales, Digital Solutions at Ingram Content, a leader in distribution, print-on-demand and digital solutions. Ruth represents Ingram on a number of industry groups, and is Chair of the BIC Board of Directors

#### **Michiel Kolman, PhD, SVP, Elsevier; Chair Inclusive Publishing, IPA; board member FEP**

Dr. Michiel Kolman is Senior VP and Academic Ambassador at Elsevier and former President of the International Publishers Association (IPA) where he now chairs Inclusive Publishing and Literacy. Michiel serves on the Federation of European Publishers (FEP) board and is vice-chair of WIPO's Accessible Books Consortium board.

During his tenure as IPA President he launched the SDG Book Club together with the UN, and supported by all key players in the book industry. The SDG Book Club enables kids of ages between 6 and 12 to read in any of the 6 official UN languages, including Mandarin, children's books related to the UN's Sustainable Development Goals. Meanwhile new SDG Book Clubs have been launched in Indonesian, Norwegian, Portuguese and selected African languages.

Since joining Elsevier in 1995, he has held various core publishing roles in Amsterdam and Tokyo. He launched one of the first online journals in the industry in 1996: New Astronomy. Michiel was Managing Director in Frankfurt, Germany. For 10 years, he spearheaded academic relations for Elsevier, building up a global network of ambassadors

engaged in strategic discussions with research leaders. Today he continues to engage with research and government leaders in his role as Academic Ambassador.

Prior to Elsevier, he worked for Wolters Kluwer in a division that is now part of Springer Nature. He holds a degree from Leiden University in the Netherlands and a PhD in astrophysics from Columbia University in New York, where he studied with a Fulbright scholarship.

Michiel is co-chair of Workplace Pride supporting LGBTIQ+ workplace inclusion internationally. He is the executive sponsor of Elsevier Pride and was listed two years in a row in the Financial Times' Top 100 ranking of most influential LGBT senior executives.

#### **Stephen Long, Independent Book Supply Chain Consultant**

Stephen's passion for the supply chain underpins over 30 years' experience in the book industry. Initially as part of a team developing, testing and implementing a new estate wide EPOS system at Waterstones, he then applied his skills to simplifying and automating Waterstones Finance Operations relationships with its suppliers, before joining Nielsen Book in 2007 to focus on commercial supply chain opportunities. Stephen is now a Freelance Consultant, currently managing two projects on behalf of Book Industry Communication.

Stephen understands the supply chain. Resilience and preparedness for the future mean tackling a diverse range of topics including COVID, BREXIT, the hybrid world of digital and physical product and evolving consumer habits. There are opportunities for organisations to extend the reach and role of books by focusing on supply chain efficiency and responsiveness.

Stephen advocates supply chain best practice, encouraging his peers to participate in initiatives and share their expertise for the benefit of the book industry.

#### **Rachel Martin, Global Director of Sustainability, Elsevier**

Rachel Martin is the Global Director of Sustainability at Elsevier, where she is driving transformational change in the priority areas of sustainability with a focus on climate action. Rachel heads up Elsevier's Climate Action program that is focused on realizing Elsevier's ambition to be net zero for all emission by 2040 at the latest. She is the founder of SUSTAIN, Elsevier's employee group focused on embedding sustainability within the company's culture and shapes Elsevier's strategic approach to the Global Goals. She is the chair of the BIC Green Supply Chain Committee, member of both the IPA Sustainability Committee and UK Publishing Associations Sustainability Committee and founding member of the HESI SDG Fellows. Rachel is also part of the team that launched the United Nations Sustainable Development Goals Publishers Compact, the SDG children's book club and works on several industry sustainability initiatives. Since joining Elsevier in 2010, she has held various positions with a focus on policy and advocacy. Additionally, she has worked as a strategic communication advisor on industry initiatives such as CHORUS, CLOCKKS and the Accessible Books Consortium.

#### **Brian O'Leary, Executive Director, BISG**

Brian O'Leary is Executive Director of the Book Industry Study Group, a U.S.-based trade association that disseminates information, creates and implements standards and conducts research to benefit the book publishing supply chain.

Before being named to this role in 2016, O'Leary was principal of Magellan Media Consulting, which helped publishers improve how they create, manage, and distribute content. In that role, O'Leary wrote extensively about issues affecting the publishing industry. With Hugh McGuire, he co-edited *Book: A Futurist's Manifesto* (O'Reilly Media, 2012).

O'Leary served as senior VP with Hammond Inc. and oversaw production and distribution operations at several Time Inc. magazines. O'Leary joined Time Inc. after earning an M.B.A. from Harvard Business School. He also holds an A.B. in chemistry from Harvard College.

#### **Chris Saynor, Standards Editor, EDITEUR**

Chris Saynor is Standards editor at EDItEUR, responsible for EDItEUR's book publishing standards including Thema and EDItX. He joined the organisation in late 2016. For the previous eight years, he worked for GiantChair in Paris as a metadata specialist and project manager, and has been responsible for implementation of the Onixsuite application in many publishing organisations. He is widely known for his work with BIC, French industry liaison body CLIL, and with BISG committees. Prior to that, he has a 20-year background in bookselling with Waterstones and WHSmith.

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

Karina is the Executive Director of BIC and has held this position since February 2012. She 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 29 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.

### **About BIC**

BIC is a not-for-profit members organisation working at the heart of the UK book industry to promote supply chain efficiency in all sectors of the book world through e-commerce, best practice, training, events, and the application of standards. BIC helps organisations become more efficient, save money, become less wasteful and ultimately greener. Holding a unique position of trust, BIC facilitates UK and international industry-wide collaboration, reaching agreement on dependable standards and best practice in the supply chain. Find out more at [www.bic.org.uk](http://www.bic.org.uk) and follow via @bic1uk BIC is a founder member of the Green Book Alliance ([www.greenbookalliance.org](http://www.greenbookalliance.org)).

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*The UK Book Industry's Supply Chain Organisation*