

Annual Meeting of Members 2008

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ANDY WEISSBERG



Andy Weissberg is a seasoned marketer, technologist and product development specialist, with over 13 years of digital publishing, e-learning, interactive multimedia and web-based application development, marketing communications, public relations and advertising experience.

As General Manager of Identifier Services, Andy manages the development and implementation of business opportunities and product development for Bowker's Identifier Services Business Segment. This includes the management of the ISBN (International Standard Book Number) agency, the DOI (Digital Object Identifier) Agency, the ISTC (International Standard Text Code) agency, the SAN (Standard Address

Number) Agency and Bowker's other book discoverability solutions offerings.

Prior to joining Bowker, Andy previously served as General Manager, Electronic Media for Advanstar Communications' Life Sciences Group. In this role, he worked collaboratively with continuing medical education (CME) leadership, editorial, sales and technology teams to advance Advanstar's strategic focuses on interactive promotion, market intelligence and e-learning.

Before joining Advanstar, he served as Executive Vice President at CPR Strategic Marketing Communications, a full-service healthcare/pharmaceutical marketing communications agency. Previously, he launched a start-up healthcare Website development, interactive marketing and e-learning solutions provider, mediNet Communications, inc. that was sold to CPR.

Andy's writing has been published in many healthcare, pharmaceutical and high-tech journals, books and magazines.