



MAKING INFORMATION PAY 2008

CAROLYN PITTIS

Carolyn Pittis is Senior Vice-President, Global Marketing Strategy and Operations, for HarperCollins Publishers. In this role she is responsible for defining the high level strategic direction of the HarperCollins online direct to consumer marketing initiatives, including its overall Web site, email marketing, and third party marketing partner strategies. She supervises a team that has both local and global responsibility for building scalable marketing platforms to connect authors to consumers online. Her cross-functional team works closely with divisional publishers to identify and define digital business opportunities emerging in today's publishing marketplace.

Pittis has worked in a variety of positions at HarperCollins in her 16-year career at the company, including senior responsibilities in the HarperCollins Publishing+ initiative, and in consumer sales forecasting, marketing technology, digital asset management, and business development. In these roles, she has specialized in using data and technology to drive publishing efficiency and effectiveness. She began her publishing career at Leisure Books in 1989.

Ms. Pittis holds a bachelors and masters in history from Colgate University and from the University of Wisconsin-Madison, respectively, and is a 2004 graduate of the EITM program at Columbia University.