

What College Students Think: Making Information Pay for Higher Ed Publishing

February 9, 2011 | 9:00 AM to 2:00 PM | Yale Club of NYC

<http://www.bisg.org/events-0-615-mip-for-higher-ed-publishing.php>



ABBREVIATED REGISTRATION LIST

Last updated: 02.07.2011

Title

Chief Operating Officer
Director
Director of Digital Education Marketing
Editorial Director & Associate Publisher
Executive VP & Publisher
Vice President of Books & Digital Strategy
President
Deputy Executive Director
Associate Director
Executive Director
Business Development Manager for Integrated Solutions
Professor
Sr. Vice President
Marketing Manager Publishing Services
Director of Retailer Business
Vice President
Marketing Research Intern
Director Business Development
Associate Director, College Sales and Marketing
Manager of Online Platform Development
Director, Market Research
Product Development Manager, 4LTR Press
Associate Editor, Market Development
Senior Vice President
Director of Finance
Acquiring Sponsoring Editor
Regional Manager - Northeast

Company

20 Million Minds
4LTR Press, a division of Cengage Learning
B&N.com
Baker Academic & Brazos Press
Baker Publishing Group
Barnes & Noble College Bookstore
Beacon Hill Strategic Solutions
Book Industry Study Group
Book Industry Study Group
Book Industry Study Group
Book Masters Group
Borough Manhattan Community College
Bowker Publishing Services
Bowker Publishing Services
Bowker Publishing Services
Bowker Publishing Services
Bowker's Publishing Services
Bowker's Publishing Services
Cambridge University Press
Cambridge University Press
Cengage Learning
Cengage Learning
Cengage Learning
Cengage Learning
Cengage Learning
Cengage Learning
Cengage Learning

Managing Director	Coady Diemar Partners
Rightsholder Experience Manager	Copyright Clearance Center
Acquisitions Editor	Course Technology, Cengage Learning
Director of Business Development	CourseSmart
Vice-President	CSPI/Women's Press
Senior Marketing Manager, Students	Elsevier
Executive Director, Marketing	Elsevier
Business Development Manager	Elsevier
Sr. Acquisitions Editor	Elsevier
Business Development Manager	Elsevier
Regional Manager	Elsevier Health Science
Director of Marketing	F A Davis Company
General Manager	F. A. Davis Company
Vice President & CFO	F. A. Davis Company
Acquisitions Editor	Fairchild Books
Associate Director of Sales	Fairchild Books
Senior Associate Acquisitions Editor	Fairchild Books
Project Manager	Flat World Knowledge
Editor	ForeWord Magazine
Marketing & Sales Director	Garland Science/Taylor & Francis
Editor	Garland Science/Taylor & Francis
Senior Editor	Garland Science/Taylor & Francis
Asst. Marketing Director	Guilford Press
Business Director	Guilford Publications, Inc.
SVP Operations	Hachette Book Group
New Business Development	Hewlett-Packard
Director	INTERQUEST
Director, Sales Analysis	John Wiley & Sons
Editorial Assistant	John Wiley & Sons
Manager, Market Research	John Wiley & Sons
Executive Director, Product Development	Kaplan Publishing
Editorial Director	Kaplan Publishing
Director of Content Management and Strategy	Kaplan Publishing
Director - Product Innovation	Kaplan Publishing
Executive Director - Sales & Marketing	Kaplan Publishing
VP and Treasurer	Kinokuniya
Senior Vendor Relations Manager, US	Kobo
Director of Customer Development	Macmillan Higher Ed
Director, Digital Marketing Solutions	Macmillan Higher Education
Account Manager	MarkLogic
Executive Vice President	Maruzen International Co., Ltd.

Market Research Analyst	McGraw-Hill Higher Education
Director of Book Publications	Modern Language Association
Chief of Planning & Research	NACS
Vice President	NACS Media Solutions
Director, Center for Publishing	New York University
Publisher Services Executive	OCLC, Inc.
Associate Marketing Manager	Open Road Integrated Media
Digital Marketing Manager	Open Road Integrated Media
Director of Marketing	Oxford University Press
Editorial Director	Oxford University Press
Consultant	Paula Maylahn Consulting
VP - Technology Sourcing	Pearson
Principal Architect	Pearson
Director	Pearson
Senior Marketing Manager	Pearson Canada
Senior Vice President, Market Research	Pearson Education
Chief Marketing Officer	Pearson Higher Education
Senior Text Promotion Manager	Princeton University Press
Publisher	Publishers Weekly
Editor	Publishing Research Quarterly Journal
SVP, Business Development	R.R. Bowker
Senior Development Editor	Routledge
Account Manager	RR Donnelley
Senior Analyst / Managing Editor, Education Group	Simba Information
Content Account Manager, eBooks	SONY
Editor	Subtext
Lecturer	Suffolk University
Vice President, Operations	Taylor & Francis Group LLC
Vice President	Taylor & Francis Group LLC
Director of Sales and Account Management	Thomson-Reuters Legal Publishing
Research Area Specialist Associate	University of Michigan Library
President	VitalSource Technologies
Marketing Director	W. H. Freeman & Company
Executive Marketing Manager	W. H. Freeman & Company
Associate Director of Market Development	W.H. Freeman/Worth Publishers
Editor	West Virginia University
Director, eStrategy-Education	Wolters Kluwer Health
VP, General Manager	Wolters Kluwer Law & Business
Sr. Product Manager, Legal Education	Wolters Kluwer Law & Business
Executive Director of Sales, Legal Education	Wolters Kluwer Law & Business
Product Manager, Legal Education	Wolters Kluwer Law & Business

Program Manager - Instructional Content
Senior Manager, Channel Sales
Marketing Director
Director, Product Design & Research

Wolters Kluwer Law & Business
Wolters Kluwer Law & Business
Wolters Kluwer Health/Lippincott Williams&Wilkins
Xplana