

Making Information Pay for Higher Ed Publishing

February 8, 2012 | 9:00 AM to 2:00 PM | Yale Club of NYC

<http://www.bisg.org/events-0-754-mip-for-higher-ed-publishing.php>



ABBREVIATED REGISTRATION LIST

Last updated: 02.06.2012

Title	Company
Senior Project Coordinator, Digital Publishing	ABC-CLIO
VP Business Development, Content Solutions	Apex CoVantage
Executive Director for Digital, Environmental & Accessibility Affairs	Association of American Publishers
VP, Academic/Educational Merchandising and Digital Printing	Baker & Taylor
Associate Publisher and Editorial Director, Baker Academic & Brazos Press	Baker Publishing Group
VP, Books and Digital Strategy	Barnes & Noble
VP, eCommerce	Barnes & Noble
Director, Digital Education Content	Barnes & Noble
President	Beacon Hill Strategic Solutions
Managing Director	Berkery Noyes
Publishers' Rep	Book Business
Editorial Director	Book Business and Publishing Executive
Associate Director	Book Industry Study Group
Deputy Executive Director	Book Industry Study Group
Executive Director	Book Industry Study Group
Project Coordinator	Book Industry Study Group
CMO	Cengage Learning
Director, Market Research	Cengage Learning
National Sales Operations Manager	Cengage Learning
Senior Vice President	Cengage Learning
Managing Director	Coady Diemar Partners
Principal	Deloitte
Editorial Director	Digital Book World
Director of Digital Programs	Edwards Brothers, Inc.
Director of Sales, Eastern Region	Edwards Brothers, Inc.
Business Development Manager	Elsevier

Senior Acquisitions Editor	Elsevier
Senior Marketing Manager	Elsevier
Principal, Advisory Services, Media & Entertainment	Ernst & Young
Director, MIS	F. A. Davis Company
General Manager, Distribution	F. A. Davis Company
Senior Vice President	F. A. Davis Company
VP & CFO	F. A. Davis Company
Director, Course Materials	Follett Higher Education Group
Senior Manager, Product Marketing	Follett Higher Education Group
Senior Vice President of Intellectual Properties	Follett Higher Education Group
Editor at Large	ForeWord Reviews
Manager	Frankfurt Book Fair
VP, Emerging Media	Frankfurt Book Fair
Project Manager	GiantChair
Director of Business Management	Guilford Publications
Marketing Director	Guilford Publications
Business Development Manager	Gutenberg Technology
VP of Sales and Marketing	Gutenberg Technology
Director, Catalog Content	Half.com
General Manager	Half.com
SVP Digital Technology Services	HarperCollins
Director, Merchandising	Ingram
VP, Merchandising	Ingram
Content Acquisitions Account Executive	Ingram
Market Research Analyst	John Wiley & Sons
Chief Learning Officer	Kaplan, Inc.
EVP, Product Innovation	Kaplan, Inc.
Executive Director of Product Development, Graduate Programs	Kaplan, Inc.
President and Publisher	Kaplan, Inc.
Executive Director, Academic Marketing	Knopf Doubleday Publishing Group
Customer Development Specialist	Macmillan
Director of Customer Development	Macmillan
Project Manager	Macmillan
Sales and Operations Coordinator	Macmillan
Senior Project Manager	Macmillan
SVP, Operations	Macmillan
VP, Technology	Macmillan
Director of Business Development	MBS Direct
Product Development Manager	MBS Direct
Director, International Rights	McGraw-Hill Education

Senior Marketing Manager	McGraw-Hill
CIO and VP	NACS
Emerging Technology Strategist	NACS
Executive Director	OCLC
Director of Content Development	On Demand Books
Editorial Director	Oxford University Press
Director of Operations and Product Information	Pearson
Principal Architect	Pearson
VP, Sales and Marketing Systems	Pearson
Digital Sales Director	Princeton University Press
President	Projects Plus, LLC
News Director	Publishers Weekly
Editor	Publishing Research Quarterly
Account Executive, PubTrack	R.R. Bowker
Director Client Services, PubTrack	R.R. Bowker
Director Retail Services, Publishing Services	R.R. Bowker
Manager, Data Sales	R.R. Bowker
Manager, Publisher Relations	R.R. Bowker
Marketing Manager	R.R. Bowker
Product Manager	R.R. Bowker
Product Manager, PubTrack	R.R. Bowker
Vice President, Publishing Services	R.R. Bowker
Senior Rep	R.R. Donnelly
Chief Revenue Officer	SharedBook
Postsecondary Sector Project Director	SIIA
Senior Analyst/Managing Editor	Simba Information
CEO and Publisher	Sourcebooks
Vice President	Taylor & Francis
Marketing and Sales Director	Taylor & Francis
Director of Sales	Tizra, Inc.
President & COO	Tizra, Inc.
President	VitalSource Technologies, Inc.
Market Development Manager	W.H. Freeman and Worth Publishers
Executive Manager, Student Solutions	Wolters Kluwer
Sales Director	Wolters Kluwer
Senior Manager, Channel Sales	Wolters Kluwer
VP, General Manager, Legal Education	Wolters Kluwer