Chris Banks, Director of Library Services, Imperial College London

Chris Banks, FRSA, joined Imperial College London in September 2013 as Director of Library Services. She had previously worked at the University of Aberdeen where she was University Librarian and Director of Library, Special Collections and Museums, and at the British Library where she spent over 20 years in a variety of curatorial, management and strategic roles. At Aberdeen Chris was the library lead on the award-winning £57m library project and The Sir Duncan Rice Library was opened by Her Majesty the Queen in September 2012. Chris contributes to the wider library and information profession and she is currently an elected Board Member of Research Libraries UK as well as acting on the advisory boards of several major publishers.

Kaveh Bazargan, Director, River Valley Technologies

Kaveh is a physicist, specializing in 3D imaging. In 1988 he founded River Valley Technologies in London, in order to introduce new technologies to UK publishers. The main business is now typesetting for STM publishers, using the only "pure" XML-first system in the industry. In recent years River Valley has been working on cloud-based platforms for publishers, including an end-to-end XML-based publishing platform.

Greta-Maria Boonen, Associate Director, Market Development & Agent Relations, WILEY

Greta has worked in STM publishing for almost 20 years, working for publishers based in London, Berlin, Utrecht and Antwerp holding various sales positions covering Scandinavia, the German speaking region, Benelux, France, Southern Europe and Turkey. Prior to that, she began her career in the early 90’s as a book buyer/seller at the European Bookshop Department of FNAC in Brussels. Last August Greta celebrated her 13th year with Wiley and since May 2011 she has been in charge of Agent Relations for the publisher.

Diane Bruxvoort, University Librarian & Director, University of Aberdeen

Appointed University Librarian at the University of Aberdeen in 2014, Diane Bruxvoort is the co-author with Christine Fruin of Library Support for Faculty-Researcher Publishing, an ARL SPEC Kit publication. Diane was previously the Senior Associate Dean of Libraries at the University of Florida and served as the Associate Dean for Collections at the University of Houston Libraries. Currently President of the Library Leadership and Management Association, a division of the ALA, Diane also serves on committees within SCURL and SCONUL, presents on career development topics, and is working on a “better late than never” doctorate.

Mark Carden, Associate Consultant, Mosaic Search & Selection

Mark Carden is a recruiter and consultant specialising in publishing, digital content and educational technology, with a background in sales & marketing, library software, information systems and project management. He is a Director of Naughton Consulting, and an Associate Consultant with Mosaic Search & Selection. From 2010 to 2012 he was head of global sales and marketing at Publishing Technology;
prior to that he led Ingram Digital in Europe from 2007 to 2009. He has worked in the library and information world for over ten years, including holding senior positions at OCLC, Dynix and Innovative Interfaces. Previously, he worked in senior information technology and project management roles, notably at Barclays Bank, NatWest Life and Accenture. He has a BA in Philosophy and Psychology from Oxford University.

**Laura Cox, President, Chief Financial and Operating Officer, Ringgold, Inc.**

Laura leads Ringgold’s operations including finance, production and general operational processes. She remains active in Ringgold’s outward facing activities following from her role as CMO and under the new guise as President. She was a publishing consultant for ten years, working with a variety of international clients including publishers, intermediaries and trade associations. She has extensive experience in strategic decision making, consultancy, data analysis, and project management. She created the [Consortium Directory Online](#) which was acquired by Ringgold, along with her consulting business, in September 2011.

**Dave Daversa, University of Cambridge (Young Researcher)**

David Daversa is a PhD student in the Department of Zoology at the University of Cambridge. There he investigates non-immunological factors involved in disease risk, such as the environments in which hosts live and the behaviours that hosts exhibit. David received his Bachelor’s degree from Virginia Tech (USA). He also served as a Fulbright Scholar in Spain to study seasonal migrations of amphibians. David plans to pursue a career in academia to continue his research on the role of animal behaviour in ecology and evolution.

**Klara Finnimore, Subscription & Access Officer, King’s College London**

Klara Finnimore graduated from UCL in 2008 and completed an MA in Library and Information Studies at UCL in 2011. She has since worked in library services in both the corporate and academic sector. She is currently a Subscriptions and Access Officer at King’s College London, where her work includes a variety of tasks supporting e-resource management. She is also a committee member for JIBS, an organisation that serves the interests of e-resource users in Research, Higher and Further Education Libraries.

**Will Frass, Research Executive, Taylor & Francis**

Will Frass is a Research Executive at Taylor & Francis. He joined the Research & Business Intelligence Department in 2010 and specialises in primary research, conducting and analysing both the Taylor & Francis longitudinal author survey and individual surveys of the company’s authors, editors, societies and librarians. Prior to joining Taylor & Francis, Will Frass read Physics at the University of Oxford.

**Bernie Folan, Owner, Bernie Folan Research and Consulting**

Bernie Folan offers marketing, market research and sales representation services to organisations within the scholarly communication sector. She has been involved in scholarly communications for over 20 years, previously in marketing at SAGE, London and serving on the UKSG main committee and as UKSG Marketing Officer. Earlier this year she launched [Scholarly Social](#) with Ginny Hendricks of Ardent Marketing.

Bernie speaks at scholarly conferences and seminars and has published articles and reports. She has a passion for supporting academic research and teaching and understanding its changing nature and user needs.

**Patricia Garcez, Postdoc Researcher, NIMR-MRC (Mill Hill) Center**

Patricia Garcez is a postdoc researcher in the NIMR-MRC (Mill Hill) Center in London since 2009. She holds a BSc and MSc from Federal University of Rio de Janeiro (2004) and a co-jointed PhD from Friedrich-Schiller Universität in Germany (2008). As a neuroscientist, Patricia is interested in the understanding of the molecular mechanisms that underline severe developmental brain genetic disorders such as microcephaly, lissencephaly and corpus callosum agenesis. Recently, Patricia was
appointed Assistant Professor at the Federal University of Rio de Janeiro (2015) where she will continue her research about neuropathologies with patient iPS cells in vitro.

**Derk Haank, Chief Executive Officer, Springer Science+Business Media**

Derk Haank was appointed CEO of Springer Science+Business Media in February 2004. After obtaining a degree in economics and business administration and spending a few years as a researcher at the Vrije Universiteit Amsterdam, Derk began his career in publishing in 1986 at Elsevier Science, where he held various management positions, spending part of this time based in the UK. He was appointed CEO of Misset, Elsevier’s B-to-B division, in 1991. From 1998 to 2004, Derk was CEO of Elsevier Science and was also an Executive Board member at Reed Elsevier.

In the little spare time he has, he is a passionate reader and loves sports.

**Paul Harwood, General Manager, UK, Nordics and South Africa for EBSCO Information Services**

Paul Harwood started his career in academic libraries before moving into sales and marketing, firstly with 3M Company and then Swets. During his 14 years at Swets he moved into general management, overseeing the UK acquisition of Blackwell Information Services in 2000.

In 2003, he established the licensing company, Content Complete Ltd, running the business as co-owner and Director until the sale of the company to Jisc Collections in 2009. During his three years at Jisc Collections he was responsible for business development, overseeing licence negotiations with the major NESLII publishers and the subscriptions helpdesk.

Between 1995-2007, Paul was actively involved in UKSG, culminating in three years as Chair of the Group. He joined EBSCO in June 2013 as General Manager for the UK, Nordics and South Africa.

**Rob Johnson (MSc, ACA) – Director, Research Consulting**

A member of the Institute of Chartered Accountants in England and Wales, Rob began his career with KPMG, the international professional services firm, where he worked with higher education institutions in both the UK and New Zealand. He then moved to the University of Nottingham as Head of Research Operations, with responsibility for the University’s portfolio of externally funded research projects. Rob played a leading role in developing the University’s policies, processes and systems for managing open access, and also served as Company Secretary for two University commercialization companies. As founder and director of Research Consulting, he now works with a range of clients in the higher education, healthcare and academic publishing sectors. He is an advisor to the Copyright Clearance Center on the needs of academic institutions and authors in relation to open access, and a member of the Open Library of Humanities’ Finance, Sustainability and Legal Committee.

**Peter Lawson, ASA Chairman, and International Sales Director, Karger AG**

Peter Lawson is International Sales Director for S Karger Publishers and Karger Libri, Basel. Peter has been in STM publishing sales since 1975. He joined Karger in 1983 with responsibility for sales throughout Europe and the Middle East, moving a dozen years ago to the USA to cover the North American continent. His sales responsibilities at Karger include academic and corporate, for all journals and books, both in print and online. Peter has served as Chairman of the Association of Subscription Agents and Intermediaries since 1996.

**Sandra Zelman Lewis, PhD, Chief Guidelines Officer, Doctor Evidence LLC, and President, EBQ Consulting LLC**

As the Chief Guidelines Officer, Sandra Zelman Lewis, PhD, oversees the development of all guideline-related projects, including the GROWTH Evidence initiatives, at Doctor Evidence, a software and services company in evidence-based medicine. She is also President of EBQ Consulting (for guidelines and quality improvement). Before that, she directed the development and dissemination of evidence-based clinical practice guidelines and clinical statements at the American College of Chest Physicians (ACCP), where she helped to establish the rigorous guideline methods and processes meeting the standards of today and also helped create the ACCP Quality Improvement infrastructure and related QI activities.
Dr. Lewis has published more than 20 peer-reviewed articles on guideline methodology and presented her work in developing the living guidelines model, trustworthy consensus statements, conflict-of-interest policies, anti-tobacco advocacy, and other topics at the Institute of Medicine; several EBM courses and webinars; and conferences in the US, Romania, South Korea, and Portugal. She currently serves as the Chair Elect of the Guidelines International Network (G-I-N) North America Community and on the planning committee for the Evidence-based Guidelines Affecting Policy, Practice, and Stakeholders (E-GAPPS II) Conference, which will be held in March 2015 at the New York Academy of Medicine.

**Michael Mabe, Chief Executive Officer, International Association of STM Publishers**

Michael Mabe is Chief Executive Officer of the International Association of Scientific, Technical and Medical Publishers (known as STM) and has thirty-five years’ experience of academic publishing. After growing up on the Sussex coast of England, he read chemistry and did research into Carbon Dating at Oxford University, joining Oxford University Press in 1980. Prior to leading STM, he held a number of senior publishing and management positions at the British Standards Institution, Pergamon Press and Elsevier. He has served from 2006-14 on the Board of the International Federation of Reprographic Rights organisations and numerous publishing industry committees and groups.

He is a Visiting Professor in Information Studies at University College London and at the University of Tennessee, Knoxville, USA, and speaks and writes regularly about the academic publishing system. From 2008-12 he was Chair of (and publisher representative on) the PEER Project, a major multi-stakeholder European Union-funded research study of the effects of systematic Green Open Access on researchers, libraries, publishers, journals and repositories which reported its behavioural, economic and usage results in 2012.

**Deborah McBride, Principal, McBride Strategic Services**

Deborah McBride created McBride Strategic Services in 2008 after 30 plus years with medical and association publishers in Chicago. As principal, she specializes in planning, revenue enhancement, workflow improvement, interim management and staffing to enable publishers—especially medical specialty societies—to disseminate their messages and maximize value of their intellectual property, particularly evidence-based guidelines and quality improvement programs. Deb has held editorial and management positions with Year Book Medical Publishers, the American Society for Clinical Pathology, the American Dietetic Association, the Society of Critical Care Medicine, and the University of Chicago Press, experience from which she applies to her day-to-day activities with her clients including the Pulmonary Hypertension Association, the American College of CHEST Physicians, the Surviving Sepsis Campaign, Culinary Nutrition Professionals, and multiple other organizations around the world.

**Audrey McCulloch, PhD, Executive Director, UK ALPSP**

Audrey McCulloch has been the Chief Executive of the Association of Learned and Professional Society Publishers (ALPSP), the international association for non-profit scholarly and professional publishers and those that work with them, since 2012. Prior to that she was the Executive Director for the UK at ALPSP. During her time at Portland Press Ltd, she was involved in developing and launching the new Biochemical Journal website, and led the team which created a proprietary submission and peer review system. She has over twelve years’ experience of scholarly publishing and has a PhD in Cardiovascular Pharmacology from the University of Nottingham. Audrey is also a Director of the Publishers Licensing Society.

**Chris Parles, Music Business Lecturer and Business Development Manager, Academy of Contemporary Music**

Chris worked as an Artists and Repertoire (A&R) Manager for major record companies including Virgin EMI, Universal Records and Sony Music. He headed up the A&R department for Fontana/Mercury Records and Brightside Records/Sony and has worked with internationally multi-platinum selling acts like Blue, Atomic Kitten, Robert Plant, Lulu, and Natalie Imbruglia and working with industry luminaries such as Gary Barlow, Louis Walsh, and U2’s producer Steve Lillywhite as well as the BBC Fame Academy.
Chris has also worked on a number of corporate training projects for various companies, including Red Bull, Sony Electronics, EA Games, and eBay. He has been involved in developing and delivering courses on topics such as digital marketing, brand management, and social media strategy.

Gavin Phillips has been the Principal Library Assistant (Acquisitions and Metadata) at Imperial College London since 2009. Notable areas of responsibility include textbook provision and supporting the management and development of e-book services. He has worked in a number of Library service roles since graduating from UCL with a BA in Archaeology in 1997 and studied part-time to complete an MA in Information Services Management at the University of North London in 2002.

Owen Priestley is the Head of Design & User Experience at Semantico. He is an award-winning designer, strategist, and user experience practitioner with over 20 years of experience working within the digital design and communication industry. For the past two years, Owen has been the Head of Design & User Experience for Semantico, and he uses Lean User Experience methodologies to bring user research and insight to Semantico’s products and services. In his past life working in advertising, Owen was the creative lead on numerous global digital marketing campaigns for various high-profile brands.

Roger Schonfeld is Program Director at Ithaka S+R, leading strategic consulting, surveys, and other research projects, for academic libraries, publishers, and scholarly societies. Recently, he has developed local surveys for individual colleges and universities, to help them better serve the discovery and access needs of their own students and faculty members, among other topics. He has also led research and consulting projects for publishers and content providers on ebook publishing, usage analytics, discovery systems and discoverability, and for libraries on collections, preservation, assessment, and research support services. Earlier, Roger was a research associate at The Andrew W. Mellon Foundation, working on projects related to college athletics and scholarly communication, and publishing a history of JSTOR’s early development (Princeton University Press).

Anthony Watkinson researched in and taught ecclesiastical history at the University of Cambridge before a first job as an academic librarian. However, for thirty years he worked in scientific publishing with senior management roles at Academic Press, Oxford University Press, Chapman & Hall and Thomson Science & Professional. Since 1998 he has held a portfolio of jobs including eight years as a part-time dental research publisher with Blackwell/Wiley. Since 2002 he has held part-time academic posts at City University London and then with a faculty position at University College London. He continues to do academic research as principal consultant to CIBER Research. He has also been a consultant to the Academic & Professional Division of the Publishers Association since 1999 and has worked with the International STM Association in various capacities since the same date most recently running a seminar on Beyond Open Access. He has maintained connections with academic librarianship as a director and plenary chair of the Charleston Library Conference and co-organiser of the Fiesole Retreats.

Aviva Weinstein has over 20 years’ experience in marketing and business development. She has spent the last eight years focused on selling and marketing all aspects of digital content including e-books, databases and e-journals. Aviva’s core skills include strategy, research and planning as well as market development.
With extensive experience in growing businesses across all markets, from developing strategy through to implementation and analysis, Aviva currently works with Maverick’s clients in publishing strategy, marketing, publisher relations and sales.

Prior to joining Maverick Aviva worked as International Sales Manager for Oxford University Press. There she was responsible for managing online resource sales in EMEA, Southern Asia and ANZ as well as institutional e-book aggregator channel relationships outside of the Americas. Before that she was a Senior Strategic Marketing Manager for Ingram Digital. In this role she served as global product marketing lead for the company’s digital asset management and library offerings as well as managing EMEA marketing.