



**BIC BREAKFAST**  
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## THE BIC BREAKFASTS: APRIL – DIGITAL

Thursday 11 April 2013

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### SPEAKER BIOGRAPHIES



**Andre Breedt, Head of Publisher Account Management, Nielsen BookScan**

Andre's background is in book retail and market research. Since joining Nielsen BookScan he has worked on projects ranging from analysing the Chinese book market to library borrowings. Currently he is focusing on analysing the digital market and what that means for publishers. He was identified as a “Rising Star” of the book trade in 2011 by the Bookseller  
<http://www.thebookseller.com/feature/next-generation.html>.

**Patrick Crowley, Digital Content Marketing Manager, ePubDirect**

10 years Marketing experience with a proven track record of achievement in the areas of brand development, business development, strategic planning and online marketing. Deep digital publishing experience including strategy definition, product development, business operations and execution of digital strategies to support new and/or migrated (legacy) business models.



**Dan Franklin, Digital Publisher, Random House Group Ltd**

Dan Franklin is Digital Publisher at the Random House Group Ltd. He operates across the group on creative digital projects and commissions directly into digital.



*The book industry's supply chain organisation*