



## BIC Battle No.3:

**To use ISBNs or not to use ISBNs,  
that is the question...**

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### Speaker Profiles



Simon Edwards, Principal Consultant, Book Industry Communication (BIC)  
@SimonMREdwards @BIC1UK

Simon Edwards has worked in the book industry for over twenty five years as library supplier, publisher and retailer. After spells with WHSmith and Whitaker he became a freelance consultant and worked for the likes of BIC, The Bookseller, The BA, IBS Bookmaster, Macmillan, Nielsen, PubEasy and Vista; undertaking a wide range of research, training, marketing and systems design projects. For BIC, over the past ten years, Simon ran the e4books and e4libraries projects and authored many of BIC's guides and reports on supply chain matters. As BIC's Principal Consultant, Simon is now involved with the development of BIC and he chairs the BIC Technical Implementation Clinics for both trade and libraries.

Michael Cairns, Chief Operating Officer Online Division, Publishing Technology  
@Personanondata @publishingtech

As Chief Operating Officer of Publishing Technology's Online Division, Michael is responsible for the management operations of the ingentaconnect and pub2web solutions, which include Client Management, Product Development & strategy, Library Services, Engineering, Production, Advertising and scouting new markets. Michael has spent 20 years in digital publishing, having consulted with and managed organizations deep in the transition from traditional print-based media to online delivery. He has held numerous advisory and board roles within the industry and speaks regularly at conferences around the world.



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[Stella Griffiths, Executive Director, International ISBN Agency](#)

Stella has worked in publishing and international standards related roles since 1989. She held senior managerial positions in both the book and serials sectors for over 15 years including roles at Wiley-Blackwell and Oxford University Press spanning production, digital publications development and strategy, subscriptions fulfilment and marketing.

At Nielsen BookData, she was Senior Manager of the UK ISBN Agency where she was a lead contributor in the ISO revision of the ISBN standard and the transition to the 13-digit ISBN. Stella joined EDItEUR in 2009 and became Executive Director of the International ISBN Agency in April 2011.

[Ruth Jones, Director Publisher Business Development, Ingram Content Group @IngramContent](#)

Ruth Jones is Director of Publisher Business Development at Ingram Content Group, a leader in distribution, print-on-demand and digital solutions. She is focussed on developing digital markets and services outside North America. Ruth has over 20 years' experience in the publishing, library and electronic information industries. She joined Ingram from the British Library where she was Head of Product Development, responsible for the development of information products and services.



[Sarah Lambert, Digital Operations Director, Hachette @HachetteUK](#)

Sarah is Digital Operations Director at Hachette UK and is responsible for the management of their ebook supply chain. Her previous experience is in the music industry, where she has held operations roles at Warner Music Group, Groove Mobile and Universal Music Group.



Karina Luke, Executive Director, Book Industry Communication (BIC)

@KarinaLuke @BIC1UK

Karina has over 20 years publishing industry experience, including 5 years with Dorling Kindersley, followed by 12 years at Penguin where she was the Digital and Data Supply Chain Manager. She joined Book Industry Communication Ltd (BIC) as its new Executive Director in February 2012 and has since been restructuring and re-energising the organisation in addition to growing its remit and international focus.

Previous publishing industry roles have included international sales/rights, customer operations, stock and data management. She has a wealth of operational and data experience in both the physical supply chain and the digital supply chain and is passionate about training, metadata and process improvement.



Samantha Missingham, Head of Events & Marketing, The Bookseller

@samatlounge @thebookseller @TheFutureBook @welovethisbook

Sarah has over 15 years' experience on B2B and B2C magazines, and has worked for many of the UK's most prestigious publishers including Future, Centaur, Nielsen, Incisive Media and more. She has spoken at many global events about community building, social media and discoverability, and writes about these issues for The Bookseller, FutureBook.net and Frankfurt Book Fair. In her current role as Head of Events and Marketing at The Bookseller Group, Sarah manages the UK's only Book Industry Awards. Sarah co-founded the digital publishing brand FutureBook.



Roz Morris, Author, Self-Publisher, Writing Coach

@nailyournovel @byRozMorris

*A little bit about me* - I'm a bestselling ghost-writer coming out from the shadows with literary novels of my own. I'm agented (doubly so, in fact) but the climate for new writers is such that I've ended up publishing myself - to gratifying acclaim, I might add. I'm also a writing coach (a recent client won the Roald Dahl Funny Prize last year). I was one of Kobo's writers in residence at the London Book Fair and I've recently started contributing to the Writers & Artists Yearbook website. I'm going to be their lynchpin in this year's NaNoWriMo.



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Guy Wheeler, Publishing Counsel, Academic, Cambridge University Press  
@cambup\_books

Guy is the Publishing Counsel for the Academic division of Cambridge University Press, the publishing business of the University of Cambridge which, having published its first book in 1584, is the oldest publishing house in the world. Cambridge plays a leading role in today's global market place, having over 50 offices around the globe, and distributing its products to nearly every country in the world. Guy is a solicitor and notary public and prior to working at Cambridge University Press he was a partner in the commercial and technology team of an international law firm based in Cambridge.

#### ABOUT BIC

Established in 1991, BIC is the UK book industry's independent supply chain organisation set up and sponsored by The Booksellers Association, The Publishers Association, The British Library, and the Chartered Institute of Library & Information Professionals (CILIP). BIC promotes supply chain efficiency in all sectors of the book world through e-commerce, best practice, training, and the application of standard processes and procedures. This year BIC introduced and sponsored the Supply Chain Innovation Award at The Bookseller Industry Awards. Talk to BIC about Training, Physical and/or Digital Supply Chain, Metadata, Library industry.



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