

BIC New Trends Seminar 2015

Tuesday 8th September 2015

The Stationers' Hall, Ave Maria Lane, London EC4M 7DD

#bicnewtrends

@BIC1UK

Speaker Information

André Breedt, Director, Nielsen Book Research UK, Client Services



Andre Breedt was appointed to the role of Director of Nielsen Book Research and is responsible for the relationship with publishers and retailers in the UK ensuring that our clients gain maximum benefit from our range of retail sales and consumer research data.

Previously Andre was responsible for the relationship with publishers helping them to gain business benefits from the Nielsen BookScan service and gain a better understanding of the market.

His background is in book retail and market research. Since joining Nielsen BookScan he has worked on projects ranging from analysing the Chinese book market, library borrowings, the digital market and the launch of Nielsen BookScan Brazil.

Alison Jones, Director, Practical Inspiration Publishing



Alison Jones is a business and executive coach, content consultant and publisher. After a 23-year career in trade and scholarly publishing working with major publishers such as Oxford University Press and Macmillan, during which she pioneered digital publishing, she set up Alison Jones Business Services and the Practical Inspiration Publishing imprint in 2014. She offers business coaching, content consultancy and publishing partnership to businesses and organisations, together with executive coaching, consultancy and training services to publishers.

Mike Levaggi, Group Production Director, HarperCollins Publishers



After graduating as an Engineer and spending 20 years in the food industry in a variety of operations and general management roles, Mike joined HC in 2007. His initial role as Supply Chain Operations Director included running the HC distribution operation in Glasgow – which distributes for HC and a number of other publishers – before taking on the job of Group Production Director, responsible for all UK production activity and managing and developing HC's global printer relationships on behalf of all group companies. As part of this role, Mike was involved in introducing a digital print facility into the

Glasgow warehouse; the first of its kind in a UK trade publishers distribution facility. With experience of both distribution and production, Mike is one of very few people in the industry with a practical understanding of the whole supply chain.

Karina Luke, Executive Director, Book Industry Communication



Karina has worked in the book publishing industry for over 22 years, including 5 years with Dorling Kindersley, followed by 12 years at Penguin UK where she held several supply chain and operational roles, latterly as the Digital and Data Supply Chain Manager.

Karina was appointed as BIC's Executive Director in February 2012 and has been instrumental in its restructure, which has seen the creation of an agile members organisation focused on driving and delivering meaningful change and education across all sectors of the book industry.

Previous publishing industry roles have included international sales / rights, customer operations, supply chain and stock management. She has a wealth of operational & data experience in both the physical and digital supply chains and is passionate about metadata and process improvement. Follow Karina on twitter: @KarinaLuke

Chris McCrudden, Head of Technology and New Media, Midas PR



Chris is an experienced PR and Social Media professional, whose role at Midas is to develop and implement online and social media communications strategies for our clients.

His background includes blue chip corporate and consumer PR, where he advised major international brands on their online strategies and creating campaigns for start-ups and challenger brands that help them outmanoeuvre larger and more established competitors.

Jane Tappuni, Executive Vice President of Business Development, Publishing Technology



As EVP of Business Development at Publishing Technology, Jane heads up new business development across the organisation. With 17 years of experience in the industry, she is responsible for generating sales globally and working between sales and marketing departments to ensure synergy.

Prior to joining Publishing Technology, Jane was ICUE's Managing Director. ICUE is a successful mobile marketing company which serves the book publishing community.

Susie Winter, Policy Director, The Publishers Association



Susie Winter is Director of Policy and Communications at The Publishers Association. She began her career as a Press and Broadcasting Officer for the Liberal Democrats. From there, she spent several years at Luther Pendragon as an Associate Director, advising clients on public affairs and media communications. Susie became the first Director General for the Alliance for Intellectual Property in 2006 working to ensure that the importance of IP rights to the UK economy is recognised, and that the legal framework to protect IP rights is upheld and improved, while also promoting awareness of the damage caused to consumers and businesses by IP infringement.

