

**The Business of Books**  
**Webinar Track at London Book Fair Online 2021**  
Thursday 11<sup>th</sup> June 2021, 9.30 am – 10.30 am (BST)  
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## **Session 1 – Mitigating Risk in the Book/Content Supply Chain**

### **Speaker Information**

#### **David Hetherington, Vice President - Global Business Development, Books International**

David Hetherington is Vice President – Global Business Development for Books International, a leading provider of US and International manufacturing and distribution services to publishers. He has a BA in Business from Thomas Edison University and MBA from Fairleigh Dickinson University. Mr. Hetherington's portfolio reflects a broad range of responsibilities including VP of Manufacturing and Financial Planning for S&S Higher Education. Mr. Hetherington held other senior roles in Finance, Operations, and Sales at Readers Digest, Wolters Kluwer, Columbia University Press and Baker & Taylor. Prior to joining Books International, Mr. Hetherington worked in the publishing software industry including assignments as COO of Klopotek North America and as CMO for knk Software. Mr. Hetherington serves as an adjunct professor, member of the Advisory Board for Pace University's Graduate School of Publishing, and sits on the board of the Book Industry Study Group. He is a frequent speaker at industry events and written articles for Book Business Magazine and Springer's Publishing Research Quarterly.

#### **Matthew Hogg, Director of Publisher & Customer Services, Macmillan Distribution**

Matthew Hogg has been the Director of Publisher & Customer Services at Macmillan Distribution (MDL) since 2012 and has over 25 years' experience working in various operational and management roles within the publishing supply chain. Matthew is a long-standing member of the BIC Physical Supply Chain Committee and an active participant in BIC's supply chain initiatives/projects.

#### **Stephen Long, Freelance Consultant**

Stephen's passion for the supply chain underpins over 30 years' experience in the book industry. Initially as part of a team developing, testing and implementing a new estate wide EPOS system at Waterstones, he then applied his skills to simplifying and automating Waterstones Finance Operations relationships with its suppliers, before joining Nielsen Book in 2007 to focus on commercial supply chain opportunities. Stephen is now a Freelance Consultant. Stephen understands the supply chain. Resilience and preparedness for the future means tackling a diverse range of topics including COVID, BREXIT, the hybrid world of digital and physical product and evolving consumer habits. There are opportunities for organisations to extend the reach and role of books by leveraging business process improvements and harnessing supply chain efficiencies. Stephen advocates supply chain



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best practice, encouraging his peers to participate in initiatives and share their expertise for the benefit of the book industry.

**David Marlin, President, MetaComet Systems**

David Marlin co-founded MetaComet® Systems in 2000. Beyond his expertise in the world of royalty automation, David is committed to enhancing the technological capabilities of the publishing world through his work as the founding co-chairman of the Book Industry Study Group's (BISG) Digital Sales Reporting Committee and a former co-chair of the BISG Rights Committee. He is a regular speaker and contributor to industry events. Prior to founding MetaComet Systems, David spent 3 years as a technology consultant for publishers working with companies such as Random House, Penguin, HarperCollins, Holtzbrinck, Macmillan, Scholastic, Time Warner and many others. Before that he spent several years managing marketing initiatives for American Express in New York. David earned both his MBA and BA from Columbia University in New York.

**Karina Urquhart, Executive Director, Book Industry Communication**

Karina is the Executive Director of BIC and has held this position since February 2012. She has been instrumental in the restructure and re-invigoration of BIC which has seen the creation of an agile members organisation focused on driving and delivering meaningful change and education across all sectors of the UK book industry supply chain. Karina has worked in the book industry for over 28 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 & Metadata Supply Chain Manager. She has a wealth of operational and data experience in both physical and digital supply chains; other previous roles include customer operations, stock management and international sales/rights. In June 2020, Karina was instrumental in the creation of the International Green Book Supply Chain Alliance, partnering with BISG in the US, and BookNet Canada.

