ALPSP seminar

Cracking the RFP Code: Strategy & practical guidance for getting the most from RFPs
Wednesday 9 December 2015

About the Moderators and Speakers

Wendy Queen, Director of Project MUSE (Moderator)
Wendy Queen in the Director of Project MUSE, a leading provider of digital humanities and social sciences content housed at Johns Hopkins University Press. In addition to her work for ALPSP, she serves on the COUNTER International board and the PSP Committee for Digital Innovation.

Pam Harley, Senior Consultant, Clarke & Company (Moderator)
Pam is Senior Consultant with Clarke and Company, a management consulting firm focused on digital and business strategy and product development. She combines an execution-focused drive with a strategic perspective gained from 20+ years in STM publishing.

Before joining Clarke & Company, Pam served as Product Strategist for Silverchair Information Systems, where she worked directly with Silverchair clients to help them make the most of the company’s platforms and services to grow their products and business. Pam also led Silverchair’s Semedica division, developing a set of semantic technologies and services used to support the semantic enrichment of content. Before Silverchair Pam was charged with e-publishing strategy and product development at American Psychiatric Publishing (the publishing division of the American Psychiatric Association), where she developed PsychiatryOnline, one the industry’s first products to integrate journal, book, news, and self-assessment content on a single platform. Pam’s career has been driven by a passion for developing ways to put critical information in the hands of researchers and practitioners how and when they most need it.

John Sullivan, Chief Information Officer, American Chemical Society
Mr Sullivan received a BS Degree in Information Technology Management from the University of Maryland, University College. Prior to joining ACS in 2005, he served as Chief Information Officer at AARP. Before AARP, he led the information technology departments at a number of other non-profit organizations, including the National Society of Professional Engineers and the Association of Trial Lawyers of America.

Doug Parker, Director, Digital Content and Commercial Development, Journals, American Society of Clinical Oncology
Doug Parker is Director of Digital Content and Commercial Development in the Journals department of the American Society of Clinical Oncology (ASCO). Doug has worn many hats in the department over the past 11 years, serving previously as both Director of Production and Director of Sales and Marketing. Prior to joining ASCO, Doug spent almost 10 years with the American Institute of Physics in Melville, NY, starting as a Production Editor and eventually becoming a Group Leader on the Publications team. He lives in Northern Virginia with his wife, two kids, and a Snow Bengal named Yuki—pictures of any and all are available upon request.
Nicola Hill, *Associate Director, Sales & Marketing, American Association for Cancer Research*

Nicola is responsible for driving the sales for advertising, commercial reprints, permissions, and journal subscriptions, as well as the marketing of the AACR journal portfolio to various constituents. Prior to joining the American Association for Cancer Research in 2010, Nicola held management positions in market and product strategy, product marketing, marketing communications, and sales at Wolters Kluwer Pharma Solutions (now a part of Springer Health) and Thomson Scientific (now a part of Thomson Reuters).

Charlene Squibb, *Associate Director, Production, American Association for Cancer Research*

Charlene Squibb is the Associate Director, Journal Production for the American Association for Cancer Research. Charlene is responsible for all production and manufacturing aspects of AACR’s eight peer-reviewed journals, all of which are available in print and online. Prior to joining the American Association for Cancer Research in 2009, Charlene held positions with Taylor & Francis, Wolters Kluwer Health, and Nesbitt Graphics.

Stephen Welch, *Senior Vice President and Publisher, Division of Publishing and Digital Content, American College of Chest Physicians*

Stephen Welch is Senior Vice President and Publisher and oversees the Publications and Digital Content Division at the American College of Chest Physicians (CHEST). Steve oversees the business, operations, editorial production and dissemination of publishing programs including the organization’s flagship journal CHEST, its highly successful CHEST-SEEK self-study and board prep product and app, its CPT Coding Resource, board review book series, and many other ancillary publishing projects and products. He also works with the Business Development Division on developing enduring products for global distribution.

In the past 20 years he has enhanced the development, utility, delivery, and monetization of CHEST’s publishing business and supported its brand extension through online innovation, app creation, and digital content delivery.

Prior to joining CHEST in 1994, Steve worked in the educational testing, medical certification examination development, and medical publishing fields, most notably with American College Testing (ACT).

Barry Bealer, *President/CEO, RSI Content Solutions*

A 30-year veteran of the software and information industry, Barry started his career at GE Aerospace working in software engineering, systems integration, and project management. A move into the publishing world at Reed Technology and Information Services (a division of Reed Elsevier) in the mid-1990’s afforded him the opportunity to work as a director and vice president in project and account management. In 2000 Barry co-founded Really Strategies, Inc (now called RSI Content Solutions) which is a leading publishing automation and services firm to publishers, media companies, Fortune 1000 business, and government agencies. Barry holds a Bachelor of Science in Communications from Millersville University and an MBA in Information Systems from St. Joseph’s University. He was inducted into the Philadelphia 100 CEO Hall of Fame in 2011. A frequent speaker and moderator at industry events, Barry has also participated on several industry boards including the Software and Information Industry Association (SIIA) Content Division Board, ASIDIC (now part of NFAIS) Executive Committee, and Society for Scholarly Publishing Education and Annual Meeting Planning Committees.

Cara Kaufman, *Owner, Kaufman Wills Fusting & Company*

Cara Kaufman is Managing Partner of Kaufman Wills Fusting & Company, LLC (KWF), the leading management consultancy serving the scholarly publishing community. For more than a decade, KWF has been successfully partnering with clients to identify opportunities, address challenges, and meet the ever-changing needs of customers. Our full range of professional services include strategy and innovation, epublishing, marketing and market research, global rights and licensing, change management and productivity, and editor-in-chief and employee recruitment. Prior to the formation of KWF, Cara held executive positions at what is now Wolters Kluwer Health among other organizations. Cara earned a BA with Honors in English Literature from Carleton College and an MBA in Marketing and Marketing Research from DePaul University.