How to Build a Data Driven Publishing Organization, 20 April, London

Chair and speaker biographies (this will be updated shortly)

Chair: Freddie Quek, Group Head of Software, The Collinson Group, and Research Associate, Henley Business School.
Freddie works at the Collinson Group, a company providing software solutions in loyalty, insurance, travel and financial services. He is also a Research Associate at Henley Business School, researching into how organizations can achieve running and changing the business at the same time. A highly experienced technology leader, Freddie previously worked for Wiley, Reed Elsevier and Current Science Group. His portfolio of digital products has included some of the most well-known brands in the STM world.

Keynote speaker: John Morton, Business and Technology Advisor
Former regional CTO and Senior director for SAS, John has delivered textual and data driven analytic solutions for over 30 years. He has defined data and technology driven transformations for a range of industries, using a range of technologies, creating a variety of value, efficiency and competitive differentiation.

Iain Craig: Director, Market and Publishing Analytics
Iain has over 15 years of STM experience in roles at Elsevier, Blackwell and Wiley. Based in Oxford, UK, he leads a global team supporting activities focussed on the society, library, and author customer groups, utilising data sets including online usage, bibliometrics and altmetrics. A graduate of the University of Edinburgh, Iain began his career at the Institute of Food Research, Norwich, UK, as a biochemist.

Lauren Danahy: Team Leader Applications & Data
Lauren is Team Leader of Brill's Applications and Data Team. The team is responsible for the management of data standards and flows, third party applications (Klopotek, Editorial Manager, etc.) supporting key business processes, and developing a robust application and data road map to support the strategic vision of the organization. Originally from the United States, Lauren got her start in publishing in editorial at Springer, and later joined Brill's Boston office as an Assistant Editor. In 2011 Lauren relocated to Brill's Leiden office in The Netherlands where she worked both as a marketing and platform manager.

Elisabeth Ling, SVP Analytics, Research Products, Elsevier,
Elisabeth leads a team of Web Analytics and Data Scientists to support Elsevier's data-driven product management function. Her expertise is in helping established companies and start-ups foster a sustainable growth, leveraging data driven approaches. She has worked for nearly 20 years in the digital industry, including over 5 years with PayPal and eBay in a variety of senior management roles. In parallel, she is Non-Exec Director at Ometria, a predictive marketing automation software. She has an MSc Engineering (Maths, Physics) and an MA Marketing.

Blair Granville, Insight Manager, Portland Press
Blair is the Insight Manager at the Biochemical Society, working with data from across the Society's various functions and chiefly with its scholarly publication arm, Portland Press. He holds degrees in Neuroscience and Science Communication from the University of Otago in his homeland, New Zealand.

Ove Kahler, Director Program Management & Global Distribution
Ove is Director Program Management & Global Distribution at Brill. In this role he and his department oversee the development of online products and their distribution on Brill's online platforms. Other areas of responsibility concern Brill's data & applications team as well as

the production and supply chain of print products. Before moving to operations, Ove was heading Brill's marketing & sales support department. Prior to joining Brill in 2011, he served in a variety of positions in marketing, sales, and product management at Elsevier, Springer and Dow Jones in Germany and The Netherlands. Ove holds a Master's degree in Eastern-European History from the University of Mainz (Germany) and an MBA from Nyenrode University (The Netherlands).

David Leeming, **Publishing Consultant, 67 Bricks Ltd**
David has over 20 years experience in designing and developing innovative and successful enriched content publishing platforms. He worked previously at the Royal Society of Chemistry where he gained a deep understanding of all aspects of the publishing domain and built his passion for improving the way publishers utilise their content assets in the digital age. David is now at 67 Bricks, a company that specialises in working with publishers who want to enrich their content to make it more structured, granular, flexible and reusable. At 67 Bricks he is a Publishing Consultant where he combines his experience and expertise in publishing together with AI and machine learning techniques to help publishers develop systems and capabilities to increase the value of their content.

David Smith, Head of Product Solutions at the Institution of Engineering and Technology (The IET). David is responsible for most of the 'techie' things to do with scholarly product development. After he received his D.Phil. from the University of York, David decided to trade life as a scientist for a life in publishing. His introduction to scholarly publishing came via Vitek Tracz at Current Science Group and then BioMed Central. After that he spent 12 years in various roles at CABI in Oxfordshire before joining the IET in 2013. He's been involved with ALPSP for a number of years, running a training course or two and also speaking at various seminars. When not involved in scholarly publishing, he likes to indulge in astronomy, tinkering with things, and restoring a 1960 1600 MGA that currently resides in his garage. He's not on Facebook, but he does tweet (@drs1969).