

For Immediate Release

28 October 2009



## **Publishing Technology invests and expands Client Management Group with two key appointments**

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Publishing Technology is delighted to announce two key appointments to the Client Management Group, Martin Borbone (US) and Anna Lister Cheese (UK).

Anna Lister Cheese joins Publishing Technology from LexisNexis with 15 years industry experience, and will assume responsibility for UK Client Management activities within the Scholarly Division. Anna has previously held client relations and business development positions with Swets and the World Advertising Research Center and brings a wealth of supply chain knowledge.

"Publishing Technology boasts such a vast and wide-ranging client base from the Scholarly community that I am very much looking forward to getting my teeth stuck in. I am increasingly hearing how, in today's uncertain times, we need to show value to our clients and maintain their current revenue streams, as well as develop and secure new ones, that I want to work very closely to profit from the wide experience the team already has in order for to act as a direct channel to that information." Anna comments. "It's equally as exciting to join the company when it has so many new software releases and service developments to get excited about."

"Anna brings with her a wealth of experience from previous roles in client management and business development, which we fully expect to capitalize on, for both our customers and our business. In today's climate, our clients need help and direction in making good business decisions and want to provide them with as much support as possible." adds Louise Tutton, Senior Vice President of the Scholarly Division.

"Anna will also assume responsibility for our UK Client Management Group and will lead the team to ensure the high levels of service to our publishers and information providers which we pride ourselves upon not only continues but is further enhanced as our team grows from strength to strength."

Publishing Technology is also pleased to announce the reappointment of Martin Borbone to the position of Client Manager. Martin previously worked for the company out of our Oxford, UK and Cambridge, MA offices. He is responsible for handling business and operational relationships between Publishing Technology and a range of prestigious publishers for IngentaConnect and pub2web services.

Martin previously worked in various client management positions at Blackwell, Cengage Gale, and Thomson Scientific. He recently graduated with a master's in Library and Information Science from the University of North Carolina at Chapel Hill, widely regarded as one of the leading library schools in the US.

"I am excited to be returning to Publishing Technology and look forward to bringing my newly acquired knowledge and skills to deepen and strengthen our publisher relationships through service excellence, technological innovation, and latest industry insights," observes Martin. "Working with publishers and librarians' I bring unique perspectives that will enable our clients to continue enhancing and developing their online presence while anticipating their future needs and the requirements of their institutional and individual subscribers and members.

"Martin rejoins us with 20 years experience in client management, sales, and marketing within the publishing industry," states Louise Tutton. "With our extensive offerings for the publishing and information industry we are delighted that someone of Martin's caliber, extensive industry knowledge, and proven track record is rejoining the company as we continue to expand and strengthen our position in key markets."

Martin and Anna will be responsible for client relations for Publishing Technology's IngentaConnect and pub2web products.

Anna is based in the company's Oxford, UK office and can be contacted at [Anna.Listercheese@publishingtechnology.com](mailto:Anna.Listercheese@publishingtechnology.com) or + 44 1865 397800

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