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## Publishing Technology appoints

### Mark Carden as Global Head of Sales

London, UK, Monday 21<sup>st</sup> June, 2010 – Publishing Technology, the global provider of software and services to the publishing industry, and the largest player in the market, is pleased to announce the appointment of Mark Carden as Executive Vice President, Global Sales & Marketing. Mark will be responsible for Publishing Technology's business development activities worldwide, leading the team that informs potential and current customers about the company's product and service offerings, including **advance**, **ingentaconnect** and **pub2web**. Based in the UK, USA and Brazil, Publishing Technology operates across the trade publishing, academic and scholarly markets.

Mark joins Publishing Technology with over 30 years of experience in project management, software engineering and technology sales. Mark has spent the past 15 years managing international sales teams in the academic and publishing sectors, notably as the Senior Vice President for Europe, Middle East & Africa at Ingram Digital, and in similar international roles at library technology specialists Innovative Interfaces, Dynix and OCLC.

"I am extremely excited to join the company at this time", said Mark, "Publishing Technology has always been regarded as an excellent provider of software and services, and is now ready for more rapid growth through additional focus on sales and marketing, allowing us to bring our capabilities to the attention of a wider audience. My priority will be to ensure that our potential and current customers worldwide can more readily understand our capabilities, and more clearly see how we can help them to be increasingly successful by investing in our solutions."

**George Lossius, CEO, Publishing Technology**, adds: "Publishing Technology is delighted to be welcoming Mark to our executive team. Mark brings with him an exceptionally high level of international sales management experience and a good understanding of the scholarly and trade publishing sectors. Mark will help our potential and current customers ensure that they are maximizing their assets and digital potential through technology and ensure Publishing Technology's software maintains its reputation as a 'must-have' in the industry."

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## **Publishing Technology**

The Publishing Technology Group has offices in the US, UK and Brazil and is the largest supplier of technology and related services to the publishing industry around the world.

Publishing Technology's brands include advance (the 21st century replacement for Vista), ingentaconnect, author2reader, pub2web, ICS and PCG.

Publishing Technology partner with information providers of any size, discipline, or technical literacy helping them to capitalize on the full potential of their content in the digital environment and increase efficiency throughout their publishing processes. Market-leading technologies and integrated services are differentiated by the scope of publishing issues they address, and this customized cutting-edge approach delivers support to eight of the ten of the largest publishers in the world.

**advance** - Integrated publishing software for information and publishing companies. A must-have business platform that makes industry-focused applications a strategic asset.

**ingentaconnect** - Comprehensive, cost-effective e-publishing solutions package for everyone. The home of scholarly and academic research.

**pub2web** - Custom web platforms tailor-made to any business model. Technology that's established, proven and scalable for any type of content.

**ICS** (Information Commerce Software) - An intuitive web-based interface that allows simple management of complex entitlements and digital assets; facilitates the creation of new product bundles, and the application of unique pricing and special product promotions.

**PCG** - Comprehensive Marketing and Sales Services for Scholarly and Academic publishing that offers experience, connections and brand awareness.

For more information Publishing Technology, its products and services, please visit:

[www.publishingtechnology.com](http://www.publishingtechnology.com)

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