

## **Emerald Announces Opening of North American Office**

*Local facility will better serve US authors, editors and customers*

**Aug. 7, 2008** - [PRLog](#) -- Emerald Group Publishing Limited is proud to announce the establishment on June 2, 2008, of Emerald Inc., a subsidiary company incorporated in the United States and based in new headquarters in Cambridge, Massachusetts. Since the first MBA degree was awarded from Harvard University 100 years ago, Emerald believes Harvard Square is the right venue for extension of its publishing program into the next 100 years.

With a growing number of authors and editors coming from the US, the new office shows Emerald's commitment to provide better editorial and sales support for its customer base in the US marketplace as well as its commitment to connecting research with practice. The following staff is now in place with more coming later in the year:

David Butler is an experienced executive with a proven track record in customer service, business development, product development and international business. His past positions include VP EMEA and VP of global sales for two market-leading US based internet intelligence businesses. In his position as Vice President for the Americas, David will be responsible for sales, customer service, and strategic development for North America, South America, and the Caribbean.

Jim De Wolf is a seasoned publishing executive with a proven track record in business development, new product creation and international management. Prior to joining Emerald Inc. as Vice President of Academic Markets for the US, Jim was VP of scientific and technical book publishing at Elsevier, Inc. Jim can be reached at 888-309-7810, email [jdewolf@emeraldinsight.com](mailto:jdewolf@emeraldinsight.com).

Bea Ramirez has joined Emerald Inc. as Key Relationships Manager in the US. Bea comes with eight years of experience with Amigos Library Services marketing and selling to US libraries. Prior to joining Amigos, she held collection development and reference positions with the Dallas Public Library and the Lubbock City-County Library. Bea can be reached at 888-309-7811, email [bramirez@emeraldinsight.com](mailto:bramirez@emeraldinsight.com).

Donna Reynolds, Business and Development Manager, Corporate & Federal, is an accomplished sales and marketing executive with strategic emphasis on global, national and regional sales to the corporate and government markets. Donna previously held sales positions at EBSCO, Faxon and Basch. She holds an MLS from Simmons College, Boston, MA. Donna can be reached at 888-309-7812, email [dreynolds@emeraldinsight.com](mailto:dreynolds@emeraldinsight.com).

Customer service staff will also be located in the office to provide timely support for our US library customers and individual subscribers.

David Butler explains why the organization has chosen to invest in a US presence: "Scholarly publishing is an increasingly globalized activity, and progressive publishers need to acknowledge that in the structure and delivery of their products and services. Emerald has for some time been exploring market opportunities in North America, and we now feel that the time is right to recognize the value of our current and prospective customers there with a dedicated team of high-caliber individuals that can ensure we continue to meet and surpass our customers' expectations."

Emerald's publishing philosophy of "Research you can use" ensures that its peer-reviewed journals and books include high quality research that has practical application in the corporate, policy, academic and

business arenas. With the first MBA linking academic research with practice coming from the US, there are significant synergies of focus in the management education system and Emerald's publications. Through awards and workshop programs, Emerald demonstrates its commitment to the ongoing development of business education and increasing its accessibility and usability outside academia.

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About Emerald ([www.emeraldinsight.com](http://www.emeraldinsight.com))

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About Emerald Established in 1967, Emerald Group Publishing Limited is the world's leading publisher of management research. Emerald publishes over 700 titles, comprising 200 journals, nearly 300 books + more than 200 book series as well as an extensive range of online products and services. Emerald is COUNTER-compliant, meeting the international code of practice for reports that measure usage of online information products and services consistently. Emerald's publishing philosophy is "Research You Can Use", which means that our content is both rigorous and relevant, connecting the academic world with the world of management practice. The Emerald online collection of journals, abstracts and resources, Emerald Management Xtra, serves business schools and management departments world-wide. For managers in corporate and public organizations, Emerald Management First provides fast access to applied research, ideas, insights + interviews from the world's best mgmt thinkers.

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