

JANUARY 13-15, 2015 • NYC

DIGITAL BOOK WORLD

CONFERENCE + EXPO

Wednesday, January 14

7:30 am	DBW Main Conference Registration Open
8:45 am - 8:55 am	Welcome and Introduction David Nussbaum, Chairman and Chief Executive Officer, F+W, a Content + eCommerce Company
9:00 am - 9:15 am	Opening Remarks Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company
9:20 am - 9:35 am	Innovators, Collaborators, and Change Agents: Walter Isaacson on Transformation and the Digital Revolution Walter Isaacson, President and CEO, Aspen Institute
9:40 am - 9:55 am	How EdTech is Changing the Educational Content Landscape Matthew Greenfield, Managing Partner, Rethink Education
10:00 am - 10:30 am	Coffee and Exhibit Hall Opens
10:00 am - 7:00 pm	Exhibit Hall Hours
10:00 am - 10:30 am	Sponsor Case Study: Blurb - From Kickstarter to New York Times Pick With Blurb Brady Kroupa, Director of Product for ebooks, Blurb
10:30 am - 10:45 am	Epic Content Marketing: Using Your Content to Build a Brand and an Audience Joe Pulizzi, Founder, Content Marketing Institute
10:50 am - 11:05 am	Leading Change: A CEO's View of the K-12 Market, Technology, and Transforming the Publishing Business Linda Zecher, President and CEO, Houghton Mifflin Harcourt Michael Cader, Founder, Publishers Lunch
11:10 am - 11:20 am	Using Data to Grow Audiences: Lessons from The New York Times Newsroom Analytics Team

James Robinson, Director, News Analytics, The New York Times

11:25 am - 11:55 am

Amazon and the Book Business: A Candid Conversation with Kindle's Russ Grandinetti

Russ Grandinetti, Senior Vice President, Kindle, Amazon

Michael Cader, Founder, Publishers Lunch

Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company

12:00 pm - 1:30 pm

Lunch and Exhibits

12:00 pm - 12:30 pm

Sponsor Case Study - Ingram: E+P = Formula for Success in Higher Ed

Kent Freeman, Chief Operating Officer, Vital Source Technologies Inc., an Ingram Content Group company

Kelly Gallagher, Vice President, Content Acquisition North America, Ingram Content Group

12:30 pm - 1:00 pm

Sponsor Case Study - Lumina Datamatics: Do you have the RIGHT To Go Digital

John Wheeler, Senior Vice President, Content Technology, Lumina Datamatics

1:00 pm - 1:30 pm

Sponsor Case Study - SPi Global: Key Factors in Content Production for Digital and Global Scale

John Prabhu, VP, Solutions Architect, SPi Global

Craig Bauer, SVP Operations, MacMillan Science & Education

1:30 pm - 2:20 pm

The Marketing Skillsets Required in 2015

Peter McCarthy, Co-founder and Chief Creative Officer, The Logical Marketing Agency

Jeff Dodes, Executive Vice President, Marketing & Digital Media Strategy, St. Martin's Press

Angela Tribelli, Chief Marketing Officer, HarperCollins Publishers

Rick Joyce, Chief Marketing Officer, Perseus Books Group

Hannah Harlow, Assistant Director of Marketing, Houghton Mifflin Harcourt

Launchpad - Startups You Should Know About That You Might Not

Robin Warner, Managing Director, DeSilva & Phillips LLC

Kevin Franco, Co-Founder & CEO, Enthril Media

Peter Hudson, Founder and CEO, BitLit

Andrew Dorward, Director, BookGenie451

Beni Rachmanov, President, iShook

The New World of Higher Ed: Restructuring College Publishing for a Changing Market

Joseph Esposito, President, Processed Media

Ken Brooks, SVP, Global Supply Management, McGraw-Hill

Clancy Marshall, VP of Learning Platforms, Pearson

Paul Labay, Vice President, Digital Delivery, Global Education, Wiley

Craig Bauer, SVP Operations, MacMillan Science & Education

1:30 pm - 2:20 pm

Q&A With Joe Pulizzi

Joe Pulizzi, Founder, Content Marketing Institute

Gaming the Page: Book Publishing Meets Games

Greg Ferguson, Editorial Director, Full Fathom Five

Thomas Leliveld, Founder and CEO, Bloon

Keith Fretz, Associate Producer, Scholastic, Inc.

Sara Ittelson, Director, Business Development, Knewton, Inc

Devereux Chatillon, Partner, Chatillon Weiss LLP

Looking beyond interactive eBooks – A data Driven Approach for a Smarter Reading Experience (Presented by Excelsoft)

Amit Srivastava, Head of Consulting and Solution Design, Excelsoft

Romil Gupta, Product Head, OpenPage Interactive Books and Connected Classroom Solutions, Excelsoft

2:30 pm - 3:20 pm

Smarter Video Marketing: Taking Your Video Strategy Beyond the Book Trailer

In Publishing's Multi-Tech Future, is HTML5 the "Magic Bullet"?

Launchpad - Ed-Tech Startups

Robin Warner, Managing Director, DeSilva &

<p>Peter Kaufman, Founder/President, Intelligent Television Scott Mebus, Head of Video and Television, Fast Company Sue Fleming, Vice President, Executive Director Content and Programming, Simon & Schuster Digital John Clinton, Director of Digital Video, Penguin Random House Heidi Vincent, Vice President of Marketing, National Geographic's Books, Maps and Home Entertainment group.</p>	<p>Bill Kasdorf, Vice President, Content Solutions, Apex Content Solutions Bill McCoy, Executive Director, IDPF Phil Madans, Executive Director, Digital Publishing Technology, Hachette Book Group Dave Cramer, Senior Digital Publishing Technology Specialist, Hachette Book Group Paul Belfanti, Director of Content Architecture, Pearson Sanders Kleinfeld, Director of Publishing Technology, O'Reilly Media</p>	<p>Phillips LLC John Joe Farragher, CEO and Founder, Defined Learning Neal Shenoy, Co-Founder and CEO/Founding Partner, Speakaboos/[212] MEDIA Jason Singer, Co-Founder and CEO, Curriculet</p>
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2:30 pm - 3:20 pm

<p>Subscriptions for Ebooks: How is it Working Out? Ted Hill, President, THA Consulting Andrew Weinstein, Vice President, Content Acquisition, Scribd Matthew Shatz, Chief Revenue Officer, Oyster Jonathan Stolper, SVP, Nielsen Book, The Nielsen Company Douglas Stambaugh, VP, Global eBook Market Development and Strategy, Simon & Schuster Steven Zacharius, Chairman, President and CEO, Kensington Publishing Corp.</p>	<p>Building the Trade Publisher of the Future: Trade Publishers Remaking Themselves Daniel Houghton, CEO, Lonely Planet Lucas Wittmann, Associate Publisher and Executive Editor, Regan Arts Sara Domville, President, F+W, a Content + eCommerce Company Carolyn Pittis, Managing Director, Welman Digital LLC Andrea Fleck-Nisbet, Executive Director, Digital Publishing, Workman Publishing</p>
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3:30 pm - 4:00 pm

Afternoon Break and Exhibits

3:30 pm - 4:00 pm

<p>Sponsor Case Study - Streamline your content development process with Jouve EDIT Mark Witkowski, VP of New Practices & Technology, Jouve North America</p>

4:00 pm - 4:50 pm

<p>Understanding Mobile Marketing and Discovery Kristin Fassler, VP, Director of Marketing, Random House Division, Penguin Random House Thad McIlroy, President, The Future of Publishing, Inc. Nathan Maharaj, Director of Merchandising, Kobo Pavan Arora, Chief Innovation Officer, Aptara CJ Alvarado, CEO, Snippet, Inc.</p>	<p>Blue Sky in the Ebook World: On the Horizon of the Digital Book Future Chris Kubica, Founder/President, neverend media Peter Meyers, Content strategist & Author Ashley Gordon, Vice President, Content and New Media, indiCo Mark Cameron, Co-Founder and Director, Booktrack Professor John B. Thompson, Author of Books in the Digital Age and Merchants of Culture</p>	<p>Issues and Opportunities in the K-12 Market Neal Goff, President, Egremont Associates, LLC Chris Palma, Head, Strategic Partnerships, Play Books, Google Neil Jaffe, President - Chief Strategy Officer, Booksource Erica Lazzaro, General Counsel and Director of Publisher Services, OverDrive, Inc.</p>
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4:00 pm - 4:50 pm

New Innovative Publishers

Liz Pelletier, Publisher, Entangled Publishing, LLC

Peter Borland, VP & Editorial Director , Atria Books/Simon & Schuster, Inc.

Georgia McBride, Founder, GMMG

Jason Pinter, Founder and Publisher, Polis Books

Lorraine Shanley, President, Market

Partners International

Media Companies Rethinking Their Models

Mike Perlis, President & CEO, Forbes Media

Lynda Hammes, Publisher, Foreign Affairs magazine

Jeremy Greenfield, Contributors Editor, TheStreet.com

Kerry Dyer, Publisher and Chief Advertising Officer, U.S. News & World Report

Jay Lauf, President and Publisher, Quartz

5:00 pm - 5:30 pm

Sponsor Case Study - Ninestars - The BIG question. Will videos work for Publishers?

Karen Grantham, VP Sales – Americas, Digimafia/Ninestars

5:30 pm - 6:00 pm

Sponsor Case Study - Shindig: The Untapped Power of Reader Community - Why Personal Recommendations Drive More Sales Than Recommendation Engines

5:00 pm - 7:00 pm

Cocktail Networking Reception

7:00 pm - 9:30 pm

Digital Book Awards Gala

Ira Wolfman, President, POE Communications