

JANUARY 13-15, 2015 • NYC

# DIGITAL BOOK WORLD

## CONFERENCE + EXPO

### Wednesday, January 14

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

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 &amp; 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><b>Subscriptions for Ebooks: How is it Working Out?</b>          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 &amp; Schuster          Steven Zacharius, Chairman, President and CEO, Kensington Publishing Corp.</p>	<p><b>Building the Trade Publisher of the Future: Trade Publishers Remaking Themselves</b>          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><b>Sponsor Case Study - Streamline your content development process with Jouve EDIT</b>          Mark Witkowski, VP of New Practices &amp; Technology, Jouve North America</p>
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4:00 pm - 4:50 pm

<p><b>Understanding Mobile Marketing and Discovery</b>          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><b>Blue Sky in the Ebook World: On the Horizon of the Digital Book Future</b>          Chris Kubica, Founder/President, neverend media          Peter Meyers, Content strategist &amp; 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><b>Issues and Opportunities in the K-12 Market</b>          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