

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, Enthrill Media

Peter Hudson, Founder and CEO, BitLit Media

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 &

2:30 pm - 3:20 pm

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.

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

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

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.

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

Afternoon Break and Exhibits

Sponsor Case Study - Streamline your content development process with Jouve EDIT

Mark Witkowski, VP of New Practices & Technology, Jouve North America

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.

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

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.

3:30 pm - 4:00 pm

3:30 pm - 4:00 pm

4:00 pm - 4:50 pm

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