

JANUARY 13-15, 2015 • NYC

# DIGITAL BOOK WORLD

## CONFERENCE + EXPO

Tuesday, January 13

9:00 am - 12:00 pm

**Creating Metadata that Works**

Renée Register,  
Author/Instructor, The  
Essential Guide to Metadata  
for Books/Digital Book World  
University

**Finding and Building an Audience: On Discovery and Discoverability 2015**

Andrew Rhomberg, Founder,  
Jellybooks.com

**What Authors Want and How Publishers Can Adapt: Deep Dive Into New Author Data and Workshop on What Publishers Can Do**

Dana Beth Weinberg, Ph.D.,  
Professor of Sociology and  
Director of the MA in Data  
Analytics & Applied Social  
Research, Queens College -  
CUNY

**Common Core and Copyright: The Promise & The Problems**

Jay Diskey, Executive Director, Association of American  
Publishers' PreK-12 Learning Group  
Meredith Liben, Director of Literacy and English Language  
Arts, Student Achievement Partners  
Cathy Ferrara, Director, Mobile Solutions, Scholastic  
Education  
David Rust, Senior Publishing Executive, Sandhill Consulting  
Group, LLC  
Ramez Mikdashi, Manager and Head of Content  
Partnerships, Amplify Learning  
Andrew Campana, Business Development Manager,  
Copyright Clearance Center

2:00 pm - 5:00 pm

**Data, Analytics and Algorithms in Publishing**

Andrew Rhomberg, Founder,  
Jellybooks.com  
Peter McCarthy, Co-founder  
and Chief Creative Officer,  
The Logical Marketing Agency  
Jaimee Callaway, Digital  
Marketing Director, Perseus

**Kobo: Optimizing English Language Content Sales Internationally**

Nathan Maharaj, Director of  
Merchandising, Kobo  
Patricia Simoes, Senior  
Manager of Publisher  
Operations, Kobo

**The Least of These: Handling the Less-Talked-About Parts of an eBook**

Joshua Tallent, Chief eBook  
Architect, Firebrand  
Technologies  
Dave Ream, Chief Consultant,  
Leverage Technologies

**Mobile Strategies for Digital Publishing: Putting Your Plan into Action**

Thad McIlroy, President, The  
Future of Publishing, Inc.

Books Group  
Susan Ruzala, President,  
NetGalley  
Josh Brody, CEO, Vook  
Allison Horton, Marketing  
Associate, Vook