

# PRESS RELEASE



## **Burgundy Information Services expands its reach with appointment of Sales Director, Paul Calow**

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Burgundy Information Services Ltd provides an invaluable service to independent publishers that do not have access to a large sales and marketing resource. Burgundy specializes in sales to the UK and European markets, paying special attention to the rapidly expanding Eastern European sector. Since its formation in 2007, seven publishers have outsourced their UK and European sales to Burgundy whilst another six publishers collaborate on specialist sales campaigns, consortia consultancy and exhibition attendance.

As demand for Burgundy's Services continues to grow Paul Calow will be responsible for developing sales to academic and commercial libraries, negotiating site licenses for access to online content, and promoting the migration from print to online on behalf of Burgundy's numerous publishing partners.

Speaking of the partnership, Managing Director, Nancy Buckley stated "I am delighted to welcome Paul into the company. I have recognized that the expansion of Burgundy will provide our publisher clients with a growth in sales and readership across the European market. Having worked closely with Paul in the past I have always been impressed by his dynamic sales skills, wide customer network and enthusiasm. "

Paul has worked within the scholarly and electronic publishing environment for more than ten years, most recently at Wiley-Blackwell where he was the Regional Sales Director responsible for managing the company's relationships with consortia and libraries throughout Northern and Western Europe and Africa. Prior to this Paul has managed publisher and society relationships at various publishing technology vendors such as ScholarOne Inc and the subscription agent Blackwell Information Services.

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### **About Burgundy**

Burgundy Information Services Ltd is an independent company providing outsourced sales resources to small and medium publishers. Based in Oxfordshire UK , Burgundy contributes to publishers' sales policy, price strategy, license negotiation and sales for online content across European markets.