

Lynne Miller joins TBI as Associate Director, Client Services reflecting a growth in demand from publishers for outsourced marketing support

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For immediate release

TBI today announced the appointment of Lynne Miller as Associate Director, Client Services. Lynne previously held the post of Associate Director, Society Engagement at Wiley.

TBI provides outsourced business development, market research and marketing services to publishers and other organizations in the research information sector. Established over a decade ago, TBI has built a reputation as a thought-leader in the industry, providing strategic guidance on marketing and new product development, together with tactical implementation of campaigns for publishers all over the world.

Lynne joins the TBI Executive Team, led by Melinda Kenneway. "I'm really excited that Lynne is joining myself and Charlie Rapple as part of our senior team," said Melinda. "Lynne has a wealth of experience, particularly in managing marketing programs for society publishers. We're seeing a growing demand for outsourced marketing support as publishers build their brands and expand their product ranges – and not just from the larger commercial publishers, but smaller specialist publishers too."

"Marketing has evolved enormously in recent years," added Lynne. "It can be difficult for smaller, less well-resourced publishers and societies to keep up. What excites me about the role at TBI is being able to bring large publisher strategies and tactics to a much wider range of organizations."

For more information on TBI please visit: www.tbicommmunications.com