



## **TBI expands global outsourced marketing support for publishers and societies with key new appointment in North America**

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### **For immediate release**

TBI Communications – a leading provider of marketing services, market research and business development support for publishers and societies – today announced the appointment of Anne T. Stone as Senior Manager, Client Services in North America. Anne previously held the post of Senior Marketing Manager at Wiley, delivering marketing strategy, channel and content marketing to a range of prestigious society publishers.

Established over a decade ago, TBI has built a reputation as a thought-leader in the industry, providing strategic guidance on marketing and product development, together with tactical implementation of campaigns for publishers all over the world.

“Anne is a highly experienced and strategic marketer,” commented Lynne Miller, Associate Director at TBI. “She brings with her the expertise of a major commercial publisher combined with a deep understanding of the broader objectives of academic and professional societies, and her collaborative approach is highly valued amongst colleagues and clients. We’re delighted to add her skills to our team and be able to offer our North American customers on the ground support.”

TBI is one of the most highly regarded outsource service providers in the industry, with staff now based on the UK, USA and Europe – providing global marketing services with local market expertise.

“We’re committed to providing the best possible marketing services to our clients,” added Melinda Kenneway, owner and Director of TBI. “This is an exciting step forward for us as we work to apply the best of new technologies, creative campaigns and market insight to drive the success of the societies and publishers that we work with.

For more information on TBI please visit: [www.tbicommmunications.com](http://www.tbicommmunications.com) or contact us at [info@tbicommmunications.com](mailto:info@tbicommmunications.com).