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Charlie Rapple joins TBI as Head of Marketing Development

TBI Communications Ltd today announced the appointment of Charlie Rapple as Head of Marketing Development. In this newly created position, Charlie will lead the expansion and development of TBI's marketing services for academic and professional publishers and societies. Charlie joins TBI from Publishing Technology (previously Ingenta), where she held the post of Head of Group Marketing. TBI offers both strategic consultancy and outsourced marketing implementation to publishers and societies, around the world.

"I'm delighted that Charlie is joining our growing team," said Melinda Kenneway, Director of TBI. "She is highly regarded within the industry and has a deep understanding of our complex market – particularly the interface between publishers and libraries. She was part of the original team at Catchword before they were acquired by Ingenta and so has seen the evolution of online publishing from its earliest days through to the present. She's acquired a wealth of knowledge and contacts during this time and worked right at the forefront of the application of emerging technologies."

Publishers and societies are aware of the many new opportunities that the changing environment for scholarly communications presents them with – and the threats that might arise from non-traditional competitors entering the market. A more strategic and creative approach to marketing is required.

"The simple promotional approaches of the past are going to become less and less effective," said Charlie. "Marketing today, and for the future, is becoming much more sophisticated – based on detailed analysis, increased automation, targeting and personalization; ultimately, building long-term relationships with customers to increase their life time value. It's challenging for publishers and societies to adapt to these changes, but the rewards are likely to be significant."

As marketing becomes an increasingly complex and specialist function, TBI supports publishers and societies in the development of their marketing programs by providing them with the necessary breadth of expertise from a single, affordable source. TBI works with organizations to meet not only the short-term opportunities that the changing market presents, but also to place this within an overall strategic framework that supports sustainable growth.

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