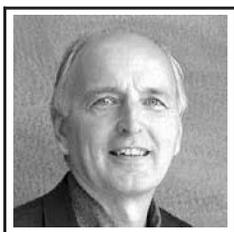


INTRODUCING OUR EDITORIAL BOARD



John Jardine is currently Sales Manager at Swets Blackwell UK, covering the UK and Ireland for government markets, and academic consortia in the south of England, in

Wales and in Northern Ireland.

"My job mainly involves visiting libraries and information centres and attending conferences to maintain and grow Swets Blackwell's subscription and related e-procurement and e-access business. I work closely with customer service, marketing, product specialist and development teams to try to provide the best in service and relevant product to meet the changing information needs of the academic, medical, research and corporate markets.

I first began working in the library supply field in 1983 when I joined Bailey Bros. & Swinfen as a salesman for their subscription agency, book-selling and journal fulfilment services. Before that I had been a some time teacher and long-term student and had spent a number of years researching for a doctoral thesis – on the uses of ancient mythology in modern American poetry. John Bailey assumed that, because I had spent so much of my time in libraries, I would know plenty of librarians to visit!

In 1990, Bailey Bros. was bought by Swets, which is where I have worked since. In 1990 also, I started editing the People Page for *Serials*, at the request of Albert Prior who was then closely involved with the UKSG, and also Managing Director of Swets UK.

I am occasionally asked if I am not yet bored after nearly 20 years working in sales in the information industry. Not so! The information infrastructure underpinning our society, its values and prosperity, is a fascinating place to work. The people are, for the most part, fun to work with, and the accelerating pace of change in the market place, delivery methods and in the product range, provide enough food for thought, opportunities and challenges that there is little danger of boredom!

Outside of work, my time is well occupied with the joys of family life and also with my calling as a Reader and lay preacher in the Church of England."



Zuzana Helinsky is a consultant specialising in services to the publishing and library community. She is a qualified librarian, with wide international business

experience. For the last 20 years she has had a variety of jobs providing services to libraries around the world. Zuzana speaks regularly at international conferences and lectures for seminars and business classes.

Until recently she was Director of Publisher Relations for Prenax Global, the international and innovative subscription management company. She set up and managed their relationship with publishers all over the world, servicing offices in Sweden, USA, Germany, France and England.

From the mid-1990s she was Manager of International Business for BTJ, Sweden's largest library service company. Here she created new business worth \$1.5 million for BTJ in the Middle East, Turkey, Greece and Central Europe.

In the mid 1980s she created and managed BTJ's subscription service, which had grown to \$10 million by the mid 1990s, when BTJ acquired another Swedish agent. She was then responsible for the integration and rationalisation of the two businesses, offices and management.

Arriving in Sweden from the Czech Republic in 1969, she gained a degree in Philology and History at Lund University, and she has a Masters Degree in Library and Information Science from Boras Bibliotekshogskola. She worked for several years in a variety of posts in the serials department at the University of Lund before joining BTJ, initially to upgrade their cataloguing system.

Zuzana was born in Czechoslovakia, her mother tongue is Czech and she is also fluent in Russian, Swedish and English. She has a

working knowledge of Slavonic languages such as Slovak, Serbian and Polish, and Scandinavian languages such as Danish and Norwegian. She is a former member of the Executive Committee of the Association of Subscription Agents and of the Swedish Association of Librarians (Southern Branch).

Zuzana lives in Lund in the South of Sweden, about 10 miles from the new bridge which connects Sweden and Denmark, together with her husband Ladislav. They have two children, Tony and Sandra. Sandra lives in London and will be starting to study Marketing and Advertising at the London Institute in September.

Zuzana is interested in sculpture and has a kiln in a cellar, so she can fire her sculptures. Whenever she comes to London, she always tries to see good English theatre, and she is definitely well known at the half-price ticket booth at Leicester Square. She loves long walks in the beautiful Swedish countryside. She is an absolute beginner at golf, right now at the worst stage, almost never hitting the ball and at the same time hating the driving range. But as she is an optimist, she still believes that there is some kind of secret trick and that one beautiful day she will discover it and become a good player with a single figure handicap. Is she maybe too optimistic?

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Gertraud Griepke is the Director of the eMedia Department at Springer-Verlag, the international STM publisher based in Heidelberg, Germany.

She was trained as a chemist and has a further degree in information science. While still an undergraduate, she gave lectures at the university, organized exhibitions, and carried

out surveys examining the usage of electronic information services.

After her studies, Gertraud worked for the Beilstein Institute, Frankfurt. As a member of the editorial staff of the *Handbook of Organic Chemistry*, she was involved in building databases. In 1986 she joined Springer-Verlag as Marketing Manager for Handbooks and Databases, where she continued to work with electronic products.

Within her job at Springer she developed strategies for online training and promotion. She actively oversaw the development of CD-ROMs and was responsible for marketing and training as well as preparing sales strategies.

When electronic journals took on a greater importance within Springer, Gertraud was asked to set up a new department: LINK, the Online Information Service for books, journals and software (<http://link.springer.de> and <http://link.springer-ny.com>).

As head of the eMedia Department Gertraud is responsible for marketing and sales of print journals and electronic content. She co-ordinates international sales activities, and is responsible for pricing and licensing strategies. The other facet of her work is extending the availability of Springer online content via database providers, such as abstracting and indexing services, host providers and agency platforms. As a consequence of her many years of experience in electronic publishing, she was asked by Springer to manage the launch of the online version of the prestigious Landolt-Börnstein database in 2001. Today Gertraud plays a significant role within Springer's global sales and marketing team for online products. During her spare time, Gertraud enjoys hiking and visiting operas.

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