

Mini-profile:

a day in the life of an e-publishing business development executive



BARBARA KAPLAN

Vice President Business Development, Berkeley Electronic Press, pictured (on left) with Maria Lopes, Sales Director, at SITI 2009, held at Centro Fox, Guanajuato, Mexico

I wake up energetic. I know some people say they need an hour, that cup of coffee, some tea to get going in the morning, but I'm awake and ready to go.

After settling in my favorite chair by the window at my home office in Florida, or at the center desk on the third floor at the Berkeley Electronic Press's (bepress's) office on Telegraph Avenue, I do that thing that so many of my colleagues and I share: check my e-mail. And I'll let you in on a little secret here – I love checking my e-mail. There is something very satisfying about being informed, getting up to speed with my team, and getting a small glimpse of what my day will hold.

Being a part of bepress, a rapidly growing journals publisher, brings new and exciting challenges each day. As bepress expands globally, e-mails from our international partners and

customers are welcomed with questions about our journals and licenses. Late-day e-mails from team members in the home office with invitations to teleconference meetings are waiting for a response. Once I finish up my last e-mail, it's time for a call to my Sales Director to finalize our international travel plans to Mexico. Checking our calendars we coordinate times for customer meetings and finalize our presentation for the conference. We catch up on completed tasks and make plans for the remainder of the week. Our discussion turns to the newly launched political studies journals and collection packages and our conference calls with the Marketing Sales Manager and publishing team later in the day.

As the morning slips away on the east coast, the home office is stirring with the first arrivals to start their day. One of the first arrivals is the journals



Barbara's home office, complete with furry 'helper', NahNah



sales team coordinator and we begin with the first of our daily 'chats'. We discuss the new subscription orders and customer requests, and she reminds me of licenses to be signed. The schedule and tasks are set for our part-time UC Berkeley students who help us manage our data entry tasks and guest access recommendations.

As we end our chat, it is time to make a cup of green tea, and take a few minutes to turn my attention to my furry 'helper' who has been taking her morning nap. The Florida sun fills my room and it's time to crank up the air conditioning and get ready for the first conference call of the day. As I dial in, the marketing and publishing teams are settling into the conference room to receive my call. Today's agenda is the release of new journals, the timeline and marketing plans. After an hour filled with forward-thinking ideas, I turn my attention to the task at hand – lunch! Making a salad at home is no comparison to being in Berkeley and walking up College Avenue to my favorite Mediterranean restaurant with someone I convinced to join me.

My afternoon is filled with phone calls to consortia directors to set up appointments at upcoming conferences or to visit them at their office. Part of our mission is to maintain library-friendly policies and sustainable pricing, and in many ways it's my job to make sure we are on track. When speaking to librarians, I can check in and make sure the bepress model is still benefiting the communities we set out to serve. Speaking to librarians also gives me good ideas for what sort of new journals their communities are looking for. The next thing is getting there. I will admit I love

to travel, whether it's across the country, to Boston, Atlanta, or South America, it's always exciting and sometimes challenging.

I usually save the fun stuff for last, and by four in the afternoon I work with the design team talking about the design for the new catalog, which journals need new flyers and what goodies I'd like to bring to the American Library Conference this year. Last year we gave out environmentally-friendly pens. This year, I'll surprise you! Photos just arrived of the newly renovated offices. The growth in our publishing and sales program has recently been reflected by the physical growth of our Berkeley office. With journals upstairs, client services on the middle floor and development (responsible for our software development) downstairs, I sometimes feel like we are an entirely self-sufficient company and complex. It's time to pay another visit and see the changes for myself.

My day on the east coast ends differently than if I was in Berkeley. In Florida I leave my home office, head to Hudson beach to watch the sunset and renew my spirit for another day. In Berkeley it is another story. A few of us would get together and head down to Jupiter for pizza, beer and some good jazz.

Working at bepress has been really interesting for me because there is a level of intimacy in such a small and inspired company that I did not necessarily anticipate when I started working here two years ago. Yes I expected there to be some technologically advanced stuff – a developed understanding of where publishing is moving – but the commitment to scholars and libraries still blows me away. I love what I do.