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As the Commercial Director of Learning Tides Ltd. I focus on developing & publishing books with relevance for international markets. I am the lead author of the Little Inks writing skills series as well as the author of storybooks for young children. I am also an experienced editor, and have worked on a number of fiction titles, educational books and research journals.

LEARNING TIDES PUBLISHING



Career History

Learning Tides Ltd. – Commercial Director

March 2018 - Current

- Building of Learning Tides Publishing brand www.learningtides.co.uk
- Authoring and publishing of *Little Inks Writing Trail* skills series for international markets
- Main editor on fiction title 'Oxford Road' by UK-based author Derek Walsh
- Various editing- and writing projects for Om Books International
<https://www.ombooksinternational.com/>
- Copy-edit of Alan Lessik's second novel (release Oct 2023):
<https://rebelsatori.com/product/make-the-dark-night-shine/>
- Contributor to ELL textbooks of HK-based *Classroom Publications* throughout 2023, at lower secondary level
<https://classroom.com.hk/>
- Business Development Advisor to UK HEIs for Danish start-up *ChronosHub*; I support researchers and admin staff in their selection of OA journals for publication, as well as unburden admin staff through automation and integration of OA/ OS workflows.
- Main editor of short-story collection *Looks-at-Clouds* by US-based author Robert Foley in 2022
- Ongoing curriculum research for successful EdTech start-up boclips www.boclips.com
- Author of think-pieces within Academic Publishing for Dubai-based Knowledge E, such as: https://knowledgee.com/blog_updates/the-quest-for-higher-university-rankings-in-the-gcc/
- Author and copyright holder of 'Ahead of IELTS' series and coaching packages, with a focus on IELTS writing skills <http://aheadof.net/>
- Author of various fiction-and non-fiction pieces for Saudi adaptation of Pearson's Reading Street literacy series

Cambridge University Press – Sales Manager Middle East

August 2014 – March 2018

- Sales & Business Development across MENA territories
- Management of Senior Sales Executive
- Management of regional budgets

Publishing Freelancer, Middle East Markets

September 2013 – July 2014

- BD of HE textbooks for Macmillan Publishers with focus on new adoptions in Egypt • Development of Saudi Arabian market for smaller US publishers such as Canadian Science, SPIE and Press Reader.

McGraw Hill Education, Maidenhead, UK – Digital Sales Executive Central and Southern Europe

March 2013 – August 2013

- BD of STEM Digital Solutions AccessMedicine & AccessEngineering through webinars and face-to-face workshops

Macmillan Publishing, Palgrave Macmillan, Dubai Media City – Regional Sales Manager Middle East

October 2010 – July 2013

- Growth of textbook adoptions in print and digital formats across the GCC region, with extensive regional travel and networking.

Pearson Education, Dubai Media City – Sales & Marketing Manager/ Educational Consultant March

2009-September 2010

- Business Development within ELT to Schools, Colleges and Universities in the Gulf

ProQuest, Dubai Media City – Area Sales Manager

April 2008 – October 2008

- Sales Management of well-known business databases in the GCC – Dow Jones, Factiva

SAGE Publications (now SAGE Publishing), London - Journals Sales Manager/ Senior Journals Sales Manager

Sept 2005 – March 2008

- BD of online access to Sage's state of the art academic databases within GCC and Europe

Macmillan Publishing, Macmillan India Ltd., Bangalore/ London Production Controller

August 2004 – August 2005

- 7-months assignment to MacIndia's Bangalore offices
- Hiring and training of new local production unit
- Editing and proofing of science journals for large international publishers like Elsevier • Training in all production stages, including XML-conversion, 3B2, PDF delivery

Education

1981 – 1995: Primary and secondary school Bremerhaven, Germany

1995: Four A-levels in English, German, Biology and Psychology, Latin

qualification 1996: National service in a hospital near Bremerhaven, Germany

2001: Diploma in Business Studies with a focus on Bookselling, issued by the Chamber of Commerce, Bremen

April 1997 – July 2000 Thalia Bookhouse, Bremen – Successfully completed Business Diploma

Training & Professional Development

360 Production workflows, Macmillan India, Bangalore, 2004

Advance negotiation skills workshop, Sage Publications, 2006

Advance presentation skills workshop, Sage Publications, 2006

FutureLearn remote-learning courses completed, Intro to Climate Science and Intro to Screenwriting, 2020-2021

IT and Software Skills

Microsoft 360 Office apps, intermediate

Basic XML programming

CRM tools Salesforce and Hubspot

Adobe Acrobat Pro – good text-editing skills within PDF

Ableton Live – intermediate sound editing and mixing skills

GNU - basic photo editing skills

Interests

Languages, travel, performing (lead songwriter and frontman of post-punk outfit Pioneers of Green), eastern spirituality & meditation, cycling

