



Amy Card joins TBI Communications as Marketing Manager

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For immediate release

Publishing consultancy and marketing services agency TBI Communications is pleased to announce further growth in the appointment of Amy Card as Marketing Manager.

Amy previously worked at Taylor & Francis across the journals institutional sales and marketing teams, focussing on delivering return on marketing investment in the key growth markets of Eastern Europe and the Middle East. She has particular interest and experience in developing business models and marketing campaigns that respond to the evolving Open Access environment in EMEA, and continues to monitor emerging industry trends worldwide.

Founded over a decade ago, TBI Communications now boasts staff in the UK and US and a rapidly growing client base. The agency has a wealth of experience working with world-recognized publishers, professional associations, and technology solution providers. Whether launching new products and services, reaching new markets, evolving brands and business strategies, or developing integrated marketing programmes and campaigns, TBI Communications helps businesses grow.

“We are really excited to have Amy joining the TBI team”, commented Jane Wiejak, Senior Manager, Client Services. “Amy has a wealth of publishing experience and expertise, particularly around sales models, institutional subscription campaigns, and building growth in new markets, and we know this will be hugely valuable for our clients.”

For more information about TBI please visit www.tbicommunications.com or contact us at info@tbicommunications.com.