



PRESS RELEASE

For Immediate Release

TBI Communications adds marketing talent to meet growing client demand in North America and Europe

David Porter joins TBI team as Marketing Manager, based in Oxford

Oxford, UK, 28th March 2018

TBI Communications, a leading provider of strategic marketing consultancy and services in the scholarly communications sector, today announced the appointment of David Porter, Marketing Manager as Marketing Manager, to their growing team.

David brings marketing expertise gained at Emerald, CABI and Taylor & Francis. At TBI he will help clients develop and launch products and services, grow revenue streams, expand into new markets, and strengthen customer relationships.

“David’s experience will immediately add value for our clients” commented Anne Stone, Senior Manager, Client Services. “He has a strong track record of developing and implementing strategic marketing initiatives and campaigns to increase sales and open new revenue channels, including the launch of an open access books programme. David has developed integrated campaigns with a mix of events, social media and digital marketing. He increased author engagement by delivering tools and resources that helped boost their impact.”

“We are delighted to expand our team in response to growing client demand in the US and Europe,” added Lynne Miller, Managing Director. “Organizations often need more breadth and depth of marketing talent to drive growth and customer value. We’re delighted David has joined our experienced team to meet our clients’ diverse goals.”

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

About TBI Communications

TBI Communications is a strategic marketing and communications agency serving publishers, technology providers, membership organizations, and funding agencies

among scholarly, academic, and professional communities. Services include market research, launching and positioning products and services, reaching new markets, evolving brands and business strategies, and developing integrated marketing programmes and campaigns.