



Eli Markovska joins TBI Communications

10th July 2018

For immediate release

TBI Communications – a leading provider of strategic marketing consultancy and support in the scholarly communications sector, is delighted to announce the appointment of Eli Markovska as Senior Manager for Client Services – UK and Europe.

Eli has broad experience of the scholarly information sector including international sales and marketing roles at Taylor & Francis, Burgundy Information Services and Publishers Communication Group (PCG). At TBI, Eli will draw on her experience of helping publishers reach their goals through market intelligence, brand and product development, and campaign planning.

“Eli’s experience of launching new services and building relationships with publishers, librarians and societies is a great fit for TBI as we continue to grow,” commented Lynne Miller, TBI’s Managing Director. “As marketing becomes ever more essential for driving customer value, and the techniques more specialist, our agency model makes this breadth and depth of experience accessible and affordable.”

“TBI is one of the most highly regarded marketing service providers in the industry, and has an exciting vision for bringing fresh ideas to our sector,” adds Eli Markovska. “I’m excited to be joining the team as the demand for their marketing guidance and support continues to increase.”

For more information about TBI please visit [www@tbicomunications.com](http://www.tbicomunications.com) or contact us at info@tbicomunications.com.

Eli will attend this week’s ALPSP seminar on the ‘Power of Partnerships and Collaboration in the Publishing Industry’ in London and can be contacted at eli.markovska@tbicomunications.com.