

**17 April 2009**

**Immediate Release**

## **Jude Norris Promoted to eBook Sales and Marketing Manager**

Dawson Books is pleased to announce the promotion of Jude Norris to the position of eBook Sales & Marketing Manager.

Jude has 10 years industry experience in publishing and has been instrumental in the development and launch of *dawsonera*. Jude has played a pivotal role in ebooks at Dawson, most recently implementing Shibboleth across Access Management Federations worldwide, working with libraries to develop a range of innovative solutions that exploit ebooks to their best advantage.

Building on the Dawson route to market, Jude's role is to create initiatives that help expand sales into new markets worldwide. Jude will ensure that libraries can take advantage of *dawsonera* with a growing catalogue of current ebooks, an innovative lending model and the latest special offers.

"The appointment of Jude as eBook Sales & Marketing Manager is a key investment in the business. Jude is an authority in her field and is a welcome addition to the Dawson Management team," said Diane Kerr, Managing Director. "Her uncommon knowledge and technical ability will lead our ebook project to the next level."

The Dawson ebook team will be further strengthened with the appointment of Felicity Kilshaw as eBook Customer & Technical Support. Felicity is already known to many libraries following four years in her current role in the Dawson Books Customer Service Department. Felicity's knowledge of the library community and technical background makes her a welcome addition to the team.

### **About *dawsonera***

*dawsonera* is an innovative ebook lending platform and an indispensable acquisition tool for academic and research libraries worldwide. Working with the world's leading academic publishers, Dawson has ensured that rich, diverse and dynamic content populates *dawsonera* for the benefit of libraries and their users.

### **About Dawson Books**

Dawson Books is a member of Dawson Holdings plc and leads the market in the use of information technology to expedite the book buying process, providing a total acquisitions package for professional librarians worldwide. Dawson sets the industry standard with its web interfaces, shelf-ready book supply and now with the delivery of eContent through *dawsonera*.

### **Contact Dawson Books**

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