



FOR IMMEDIATE RELEASE

Lorraine Ellery joins HighWire as Director of Business Development

REDWOOD CITY, CA, USA – March 17, 2015 -- HighWire Press, Inc., the leading technology platform and strategic partner to influential scholarly publishers and societies, is pleased to announce the appointment of Lorraine Ellery in the role of Director of Business Development.

Lorraine has an impressive background in sales, business development and strategic marketing. Over the past 17 years, her professional experience in the information industry has focused on serving Science, Technology, Medicine (STM) and professional publishers and intermediaries worldwide.

“I couldn’t be happier to welcome such a seasoned professional,” said Louise Page, HighWire’s Vice President, Publisher Relations & Business Development. “Lorraine’s deep knowledge of the industry in both sales and marketing will be an invaluable asset to HighWire as we enter our 20th year in business.”

Lorraine comes to HighWire from her previous role as Business Development Manager at Semantico. Prior to that, she held a variety of roles at Swets, including: Global Marketing Manager, Publisher Services; Publisher Sales Manager, Swets Gateway; Senior Sales Manager, Swets Publisher Relations and Marketing. Before that, she was Regional Sales Manager for EBSCO Publishing, serving the UK library market.

Lorraine is an active member of ALPSP, and the Association of Subscription Agents (ASA). She is based in Surrey, United Kingdom.

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About HighWire

Through its innovation Open Platform, HighWire provides technology solutions to influential societies, university presses, and independent publishing organizations which produce high-impact journals, books, and other scholarly materials. Long affiliated with Stanford University, the now independent HighWire Press, Inc. offers digital content development and hosting services; Bench>Press, a customizable peer-review manuscript submission system; strategic consultation services; and unique community networking opportunities.

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