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ACCUCOMS appoints two new Sales Managers to meet the growing demand for sales representation by leading independent publishers

ACCUCOMS BV, a leading provider of sales and marketing services to scholarly and society publishers, today announced the appointment of two new Sales Managers covering North America and Europe following a further four signings for the ACCUCOMS sales representation service.

The Royal Society, The Royal Society of Medicine Press, American Psychiatric Publishing and the internationally renowned journal *CHEST* now join the National Academy of Sciences and Future Science Group in appointing ACCUCOMS to represent them for online sales to the institutional market.

“By providing a centralized service for independent publishers everyone benefits,” commented Egon Menardi, Sales Director at ACCUCOMS. “Librarians get a single point of negotiation across many leading independent publishers and can choose the titles they need, and publishers get an effective and cost-efficient service. ACCUCOMS are rapidly becoming a ‘must see’ for any library interested in expanding their online collection.”

“ACCUCOMS have offered us exactly the right service,” said Charles Lusty, Senior Manager, Publishing Operations at The Royal Society. “As a small to medium sized not-for profit publisher, this partnership is the perfect way for us to address regional differences within Europe, increase dissemination of our content and grow our international reputation.” Stephen Welch, Vice President, Publications and Editorial Resources speaking on behalf of the journal *CHEST* added: “We have a mission to educate, which means being read as widely as possible. We see the ACCUCOMS sales representation service as an effective way of reaching a broader audience than is possible for us to achieve on our own. This partnership provides a foundation for us to grow our international impact and reputation, helping us continue to attract the best authors from around the world, as well as increasing sales.”

Kristen Boyton, Journals Sales Manager at The Royal Society of Medicine Press expressed their excitement about the new partnership with ACCUCOMS: "We're delighted to be working with ACCUCOMS on increasing our profile in the US. This is a hugely important market for us and the economy of scale that ACCUCOMS offer makes it possible for us to have a much greater impact in the US than we would be able to achieve on our own."

In order to meet this growing demand for sales representation, ACCUCOMS have now appointed two new Sales Managers based in Europe and North America. "Finding the right staff to represent our publishers has been a particular challenge," said Pinar Erzin, Managing Director of ACCUCOMS. "We've looked for a maturity of outlook, experience and knowledge of the industry, as well as contacts and sales skills. Doug Mitchell joins us as Sales Manager in North America. His background includes working with a range of publishers such as Elsevier and Thomson Scientific. He has extensive contacts, particularly in the pharmaceutical and corporate markets. Stefania Scala is our new Sales Manager for Europe, and has over 18 years experience of working for EBSCO Italy and she is fluent in Italian, English, Spanish and French. Stefania has sold content successfully in academic and corporate markets, and knows all the major European consortia."

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About ACCUCOMS

ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in The Netherlands, with a satellite office in the US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales support and customer service.

About American Psychiatric Publishing

American Psychiatric Publishing, Inc. (APPI) is a wholly owned subsidiary of the American Psychiatric Association. APPI is the world's premier publisher of books, journals, and multimedia on psychiatry, mental health and behavioral science, offering authoritative, up-to-date and affordable information geared toward psychiatrists, other mental health professionals, psychiatric residents, medical students and the general public.

About CHEST

CHEST: The Cardiopulmonary and Critical Care Journal is the official publication of the American College of Chest Physicians (ACCP) the world's largest clinical cardiopulmonary and critical care medical society with 16,600 members in 100 countries. Members include physicians, allied health professionals, and PhDs from the specialties of pulmonology, critical care medicine, thoracic surgery, cardiology, sleep, and other chest-related specialties. Founded in 1935, the ACCP works to promote the prevention and treatment of diseases of the chest through leadership, education, research, and communication.

About Royal Society

The Royal Society is the independent scientific academy of the UK and the Commonwealth dedicated to promoting excellence in science. The Society plays an influential role in national and international science policy and supports developments in science engineering and technology in a wide range of ways. The Society publishes seven peer-reviewed journals, covering the biological and physical sciences, as well as the history and philosophy of science.

About Royal Society of Medicine

RSM Press is the publishing arm of the Royal Society of Medicine, a long-established postgraduate medical society with a multi-disciplinary and multi-professional membership. RSM Press publishes books and journals for the medical professional and professionals working in related fields.