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Accucoms announces further expansion with the creation of Accucoms Inc.

Following recent expansion news such as the recruitment of a US Sales Director and the launch of representation services in Latin America for publishers, Accucoms, the leading provider of sales, marketing and customer services to scholarly and society publishers, today announced the creation of Accucoms Inc.

Based in The Netherlands, Accucoms BV decided to expand its operation after signing several leading US Society publishers and experiencing a continuously growing demand for their services in the region.

“We felt it was important to show our commitment to our clients and to our staff in the US by launching an American company”, said Pinar Erzin, Managing Director. “We know from our experience that there is a great demand for our services throughout the region and we want to serve all markets at the highest possible level. Our European operation is extremely successful and continually delivers results on behalf of our clients around the globe. In order to fulfil our vision of offering the most effective and successful services to publishers worldwide we needed to expand our operation. Creating Accucoms Inc. was the next logical step.”

Steve Fallon, US Sales Director, commented “The decision to create Accucoms Inc. reflects a growing need for publishers to outsource their sales, marketing and customer service projects or functions to a specialized company and we believe that this trend will continue. This latest expansion from Accucoms will allow American clients to deal with an American company and will assure our clients, both publisher and library, that we are dedicated to delivering results on a long term basis.”

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About Accucoms

ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. With offices in The Netherlands and in the US, ACCUCOMS provides cost-effective and efficient sales, sales support, telemarketing, and customer support services.