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SIIA

SIIA Content Division News
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SIIA Content Division Announces New Board of Directors

Washington, D.C. (March 22, 2010) – The Software & Information Industry Association (SIIA), the principal association representing the software and digital content industries, today announced its new Content Division Board of Directors. These newly elected executives from SIIA member companies will help provide the digital content industry with leadership, advocacy and critical market information in the crucial months and years ahead.

In addition, these individuals will come together to represent more than 100 SIIA Content Division member firms that publish, aggregate, and distribute digital content. As members of the Content Division Board of Directors, all of the newly elected executives will develop and prioritize the Division's initiatives and determine the projects, activities and events to be undertaken.

Newly elected board members serving 2-year terms are:

- Simon Beale, Senior Vice President, Global Sales and Training, ProQuest
- Christopher Brown, Director, Pearson Curriculum Group
- Patrick Crisfulla, Vice President, Online Product – Global Medical Research, Reed Elsevier
- Ethan Eisner, Vice President, LexisNexis Group
- Barry Graubart, Vice President, Product Management, Alacra
- Kathleen Greenler Sexton, Chief Marketing Officer, Business and Legal Reports Publishing
- Darrell Gunter, Executive Vice President/CMO, Collexis Holdings, Inc.
- Michael Marchesano, Managing Director, The Jordan, Edmiston Group, Inc.
- Brigitte Ricou-Bellan, Vice President and Managing Director, Dow Jones
- Marc Strohlein, Chief Agility Officer and Lead Analyst, Outsell, Inc.
- Patricia Walsh, Vice President, Communications and Marketing, McGraw-Hill Information and Media

Continuing to serve on the board are:

- John Blossom, President, Shore Communications, Inc.
- Edward Colleran, Senior Director, International Relations, Copyright Clearance Center
- Scott Livingston, Vice President, LexisNexis Group
- Jeffrey Massa, President and CEO, YellowBrix, Inc.
- Ann Michael, President and Principal Consultant, Delta Think, LLC
- Robin Neidorf, General Manager, FreePint,, Ltd.
- Larry Schwartz, President, Newstex, LLC
- Webb Shaw, Director of Editorial Resources, J.J. Keller and Associates
- Amiad Solomon, CEO, Peer39
- Keith White, Publisher, Congressional Quarterly/Roll Call Group

“The SIIA Content Division is successful because of our members. Our success is most apparent in the strength of our Board of Directors,” noted Ken Wasch, SIIA President. “The commitment made by these industry leaders allows SIIA to draw more companies into our community and grow our influence in the digital information market and the broader technology sector."

Ed Keating, SIIA Content Division Vice President, added: "The content industry is deep in talent and leadership, and we are proud to reflect its quality in the people serving on our Board of Directors. They bring industry perspective to discussions, act as the voice for our member companies, and help SIIA advance business priorities for the industry."

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit www.siia.net.

About SIIA's Content Division

SIIA's Content Division provides a forum for companies that publish and distribute online content, or offer technologies and services that facilitate the licensing, presentation, and distribution of digital information products. The division works with its members to develop effective approaches to emerging issues and to produce deliverables of special interest to the membership.

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