



## **PRESS RELEASE**

For Immediate Release: September 15, 2010

### **Laura Dawson Joins Firebrand as New Head of Content Services Initiative**

*September 15, 2010—Newburyport, MA*—Firebrand Technologies today announced that Laura Dawson has joined the company as Content Chief and head of Firebrand’s Content Services group. Laura Dawson is a 24-year veteran of the book industry who specializes in technology issues. As an independent consultant, Laura has worked with an impressive list of publishers and service providers, including McGraw-Hill, Cengage, Carson-Dellosa, Scholastic, Chuckwalla, Berrett-Koehler, Loyola University Press, Book Industry Study Group, Ingram Library Services, Audible, Harvard University Press, Yale University Press, and Dial-a-Book. Previously, she worked at Doubleday, Muze, Barnes & Noble.com and SirsiDynix. She is a leading voice on technology, standards and metadata issues and blogs frequently at LJNDawson Blog. She also serves as co-chair of the Book Industry Study Group’s Identification and Rights Committees.

Laura Dawson replaces Daniel Lee, who is leaving Firebrand to pursue a new direction as Managing Editor at the Bard Graduate Center in NYC.

“Laura Dawson is a natural addition to our team. Her unique voice, proven expertise and industry background will all be tremendous assets as Content Services is put into action. She understands perfectly our commitment to a unified approach to managing content and metadata, internally and throughout the publishing supply chain,” said Fran Toolan, Chief Igniter of Firebrand Technologies.

Firebrand announced the Content Services initiative in May 2010 as an integrated part of their Title Management Enterprise and Eloquence metadata distribution services. Content Services will be a major focus of Firebrand’s Community Conference next Tuesday and Wednesday September 21 and 22<sup>nd</sup> in Newburyport, MA—where Laura Dawson will make her debut as Content Chief.

“I’m so excited about joining the Firebrand team – Fran’s emphasis on infrastructure and workflow have been key elements in my own consulting to publishers over the years. I’m anxious to hit the ground running and get good work done for publishers and for the industry as a whole,” commented Laura.

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### **About Firebrand**

Firebrand Technologies ([www.firebrandtech.com](http://www.firebrandtech.com)) provides steadfast leadership and seamless information flow throughout the publishing process. Our newest addition,

[Content Services](#), helps publishers manage, store, convert and distribution final book content. Firebrand's [Title Management Solutions](#) track titles from pre-acquisition through post-production; our [Eloquence Metadata Solutions](#) are the fastest, most accurate and cost-effective way to implement [ONIX](#). [NetGalley](#) delivers digital galleys to professional readers; our [Ecommerce Solutions](#) help deliver direct-to-consumer sales and landing pages.

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