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Profile-Tina Feick

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Director of Sales and Marketing, North American Library Services Office HARRASSOWITZ Booksellers & Subscription Agents

by **Katina Strauch** (Editor, *Against the Grain*) <kstrauch@comcast.net>

ATG: Tina, you retired from Swets a few years ago, right? You have worked for several other companies, right?

TF: Let's start with the second question first — I am very fortunate to have worked for three great companies. After being Head of Serials at Princeton University, I went to work as a Regional Sales Manager for Blackwell's Periodicals Division (Oxford, England). This was in 1984. In 2000, Blackwell's Information Services (new name) merged with Swets and I went along with the merger and held positions in Customer Service and by 2005, I was Vice President for Customer Relations at Swets Information Services in the New Jersey office. So, in reality, with living through company name changes and mergers, I can say that I worked for 24 years for the same organization — just different names, management and operating systems.

I have also been fortunate to be involved in several organizations — such as NASIG (North American Serials Interest Group) and SISAC (Serials Industry Systems Advisory Committee).

Truthfully, I left Swets in March 2008 in order to spend time with my husband. He had retired at the beginning of the year and we decided to

take a little time to explore what we wanted to do with the rest of our lives. I knew that eventually I would have to get a job at some point — too young for Medicare and Social Security.

ATG: When and why did you decide to start again with Harrassowitz?

TF: After three months of traveling and visiting family and friends, I decided that I needed to start exploring job options. My one requirement was that I wanted to work from home.

I had not even started looking when I got a call from Dr. Knut Dorn, Managing Partner of HARRASSOWITZ, the bookseller and subscription agent based in Wiesbaden, Germany. He wondered if I could be coaxed out of "retirement" and come to work for HARRASSOWITZ.

As you know, Dr. Dorn can be very charming and persuasive. Of course, I had always admired HARRASSOWITZ, especially while I was working at Princeton. I was deeply honored to have been offered a position and I gladly accepted. I started in June 2008 as the Director of Sales and Marketing.

ATG: Tell us about your job at Harrassowitz. What new initiatives are being planned.

TF: As Director of Sales and Marketing for North America for HARRASSOWITZ, my

position includes development and implementation of sales and marketing strategies for North America.

I am very pleased to be again part of a sales team. It is a terrific experience to be able to meet with our customers and help continue HARRASSOWITZ's reputation for quality service along with the support of such great staff.

As you can imagine, with the focus on high quality service, HARRASSOWITZ is constantly evaluating and enhancing its service offerings. Over the past year, the subscription part of the company, for example, has launched **OttoSerials Renewal Management** (online renewals) and **HARRASSOWITZ E-Stats**, consolidated COUNTER usage statistics with acquisitions and cost information. Both projects were requests from customers.

On the monographic side of the house, and I am so excited to be working with books again, HARRASSOWITZ has been developing eBook services including partnering with several platform providers. Being both a subscription agent and a bookseller, HARRASSOWITZ is well placed to handle subscriptions for eBook packages and also facilitate individual eBook purchases.

For monographic approval plans, HARRASSOWITZ has added the Scandinavian and Benelux regions to the geographical coverage — due to customer demand. The music score service has also been enhanced to include scores from North America.

I am still surprised that some librarians are not aware that HARRASSOWITZ is truly global for subscriptions (both print and electronic) plus having European coverage for monographic services.

HARRASSOWITZ also continues to proudly pass the requirements for the ISO 9001:2008 quality standard. This is one of the reasons that I joined the company.

ATG: Your husband was a librarian — what does he do in retirement?

TF: Yes, my husband, Howard Zogott, was a public library director and his last position was Director of the Cranbury Public Library which is located not far from Princeton, New Jersey.

He writes amazing poetry, directs plays locally, cooks me breakfast lunch and dinner, and in general keeps me balanced as much as that's possible. We both love book collecting and when we travel we end up in used bookstores. We have a fairly extensive poetry collection and over 1,200 Asian cookbooks.

Howard also teaches adjunct at the University of Arizona School of Information Resources and Library Science (SIRLS). In the past he has taught the "Public Libraries" course and this past summer he taught "Reference Services" — totally online. And he journeys with me to conferences in order to keep up with the library happenings and meet up with old friends.

ATG: I understand you have been traveling — where to?

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Tina Feick

BORN AND LIVED: Born in West Chester, Pennsylvania — west of Philadelphia. Grew up in Cheyney which is in Chester County — the Mushroom Capital of the World (really!).

EDUCATION: BA in Sociology (Anthropology) from Allegheny College (Meadville, PA), MA in Librarianship from the University of Denver and an MBA from Temple University in Philadelphia.

FIRST JOB: Head of Gifts and Exchange, Free Library of Philadelphia — running book sales and buying/selling rare books. Then on to Serials jobs.

IN MY SPARE TIME I LIKE TO: Read and collect books, go to the theatre and opera, and visit museums.

FAVORITE BOOKS: Mystery books — the latest Kathy Reichs.

PHILOSOPHY: Trust goes with respect

MOST MEANINGFUL CAREER ACHIEVEMENT: Winning NASIG's first Champion Award in 2005 for helping to found and support NASIG through the years.

GOAL, I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Getting all of our 20,000 books recorded in a database.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Partnerships. 🌱