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Profile-Ann Lawson

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covery, management of OA fees, identifying operational efficiencies, and by applying PDA/PPV solutions and standards such as Transfer and COUNTER. By outsourcing these services to intermediaries, libraries and publishers can focus on core activities.

3. **Harnessing technology** — this takes insight, experience, expertise and substantial investment to make processes more efficient and to keep pace with new mobile technologies, including social media.

Review Your Current Practices!

We all need to continuously review the real needs of the supply chain. Tinkering won't work. Financial stability is needed to invest in research; thought leadership is required to innovate; and drive, insight and expertise are essential to thrive in this chaos. Legacy systems, a lack of budget, and a shortage of time can be difficult factors to overcome — but inertia poses a greater risk.

Our advice is for libraries and publishers alike to consult with a range of intermediaries, to compare and explore new solutions, and to find exciting opportunities for intermediaries to add real value. Together we can challenge conventional thinking and help to stimulate change for the better.

Author's Biography

Ann Lawson is European Publisher Sales and Marketing Director with **EBSCO Information Services**, a position which involves liaison with **EBSCO's** major publisher partners across Europe. After an academic career in linguistics in UK and German institutions in her twenties, **Ann** worked for **HarperCollins** and **Oxford University Press** in electronic business development. **Ann** joined **EBSCO** in September 2006 to explore the world of electronic subscriptions. **Ann** sits on the UKSG committee, heads the ALPSP seminar programme committee, and is a member of the ASA Executive Committee.

Company Profile

EBSCO is the world's premier full-service provider of information, offering a portfolio of services that spans the realm of print and electronic subscription access and management, research databases, and more. The company's e-resource renewal and management tools help librarians accomplish in hours what once took weeks. For more information, please visit www.ebsco.com.

If you would like to request **EBSCO's** series of papers "The Future Role of the Academic Information Supply Chain," visit www.ebsco.com/papers2012.



against the grain people profile

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Ann Lawson

BORN AND LIVED: Born in Glasgow, Scotland, lived there until I left home to go to university on the day of my 18th birthday. I studied in Birmingham (UK) and Trier (Germany) for a total of eight years, and after that lived and worked in the UK and Germany.

EARLY LIFE: I am the daughter of two University lecturers in geology, so spent my happy childhood often in quarries and cuttings around Europe. My parents instilled in me my love of the great outdoors, animals, travelling, reading, and walking, all of which stay with me until today.

PROFESSIONAL CAREER AND ACTIVITIES: After an academic life in my twenties, I was introduced to the world of publishing through dictionaries and lexicography, when I joined **HarperCollins** to license their reference content to third parties. That in turn led me to **Oxford University Press**, where I gained great experience in licensing and business development, travelled the world, and made great friends. I have been with **EBSCO** for over six years now, continue to learn a lot, and work with a great team.

FAMILY: Married to a wonderful Dutchman, living in Oxford with a small garden full of fruit, flowers, and vegetables and three friendly moggies.

IN MY SPARE TIME: I go to the theatre and live music events several times a month, am an active member of two book groups, do some local volunteering, and love being outside for walking, horse-riding, kayaking, and exploring.

FAVORITE BOOKS: Too many to name!

PET PEEVES: Unkindness in all its forms — cruelty, impatience, intolerance, rudeness — and the scarcity of power sockets in airport departure lounges. :-)

PHILOSOPHY: I think it was **Lucille Ball** who said "it is better to regret the things in life which you have done, rather than those you have not." Fear of failure can restrict our dreams and opportunities, but I try to live life to the fullest.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Remain happy and healthy, enjoying my life and my work as much as I currently do.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: That's a big question! This is a great industry full of interesting, intelligent, and imaginative people. I don't see that changing in a hurry, although the nuts and bolts of how content is created and made available may change dramatically. This industry supports and helps to drive research, progress, and creativity, and it is wonderful to be involved as those changes occur. Sadly, I don't have a crystal ball, but I can see that discovery will remain key, as will social networking tools and a continuing blurring of lines between content formats. Open Access is currently looking like a game-changer, at least in the UK context with current mandates. 🐾



Rumors from page 6

entitled "Print-on-Demand and the Law of Unintended Consequences" (February 21, 2013). **Rick** focuses on the iPod and its disruption of the music industry and moves to the eBook and the upcoming disruption in the book industry. How are libraries to deal with it or will we?

<http://lj.libraryjournal.com/2013/02/opinion/peer-to-peer-review/print-on-demand-and-the-law-of-unintended-consequences-peer-to-peer-review/>

<http://bit.ly/Zuqdcg>

Speaking of awards, **Wolper Information Services** of Easton, PA, was named a finalist in the **Front-Line Customer Service Team of the Year** category in the Seventh annual Stevie Awards for Sales & Customer Service. This is the second year that **Wolper** has been recognized. And there's more — **LM Information Delivery Group** and **Wolper Information Services** have merged to create a global company in the information management industry. Both **LM** and **Wolper** were established in the early to mid-1970s and have significantly expanded their customer bases and breadth of services over the past 5 years. Both organizations are

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