



For immediate release
17 July, 2013

Elica Markovska joins PCG as European Business Development Manager

Oxford, 17 July, 2013 – Sales and marketing service provider Publishers Communication Group (PCG) has appointed Elica Markovska as European Business Development Manager and member of the PCG management team.

From the company's Oxford office, Ms. Markovska will work closely with publishers based in Europe to support their outreach efforts with PCG's core sales, marketing and research services. She will collaborate with new and existing clients to develop sales strategies including institutional promotions, telemarketing campaigns, consortia negotiations and library visits in the European academic market.

Ms. Markovska comes to PCG with broad experience in a variety of sales roles at Taylor & Francis and most recently sold content in Europe for the Burgundy Information Services on behalf of publishers including Alexander Street Press, Future Science Group, ICE Publishing, the IET, Mary Ann Liebert, Morgan & Claypool, Newspaper Direct, Royal Society of Chemistry and SPIE. A native Macedonian, Ms. Markovska speaks several languages and possesses a MA in Publishing Studies from City University London.

Emilie Delquie, Vice President of PCG commented: "We are excited to welcome Elica to the team in this important role in one of our key markets. Her multicultural background and diverse sales experience in scholarly publishing makes her the ideal candidate to serve PCG's clients in Europe. Elica is stepping into this essential position at a time we are actively increasing our activities for publishers in emerging countries such as Brazil, India and China, and it is was important to us that our established markets continue to benefit from trusted local expertise."

PCG, a division of Publishing Technology plc, is a sales, marketing and research firm providing audience development strategies for over 100 scholarly publishers each year. With offices in Boston, Oxford, São Paulo, New Delhi and Beijing, PCG combines a breadth of marketing and sales experience with a depth of industry knowledge in publishing and the global library community.

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Notes to editors:

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About PCG:

Publishers Communication Group, Inc., a division of Publishing Technology, is a full-service marketing and sales consulting firm with locations in Boston, Oxford, São Paulo, New Delhi and Beijing. PCG was established in 1990 as a resource for scholarly publishers to more effectively work with the global library market. PCG offers international multi-lingual telemarketing services, qualitative and quantitative marketing research, customer services operations based in the UK, US, Brazil, India and China, sales representation and strategic consulting.

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