



For immediate release
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PCG hires Sarah Zhao as China sales representative

Boston, August 13, 2015 – Sales and marketing consultancy **Publishers Communication Group (PCG)** announces that it has hired Sarah Zhao as its new sales representative based in China, effective July 1.

Working from Beijing, Ms. Zhao will promote and sell content to institutions and consortia in the China market on behalf of PCG's client publishers. This new direct appointment expands upon PCG's presence in China previously conducted through a local partnership, reflecting the growing demand for access to the market through dedicated staff on the ground.

Ms. Zhao has over ten years of industry experience selling and promoting digital content on behalf of a wide array of publishers, most recently as Sales and Marketing Manager for China Publisher Services, Ltd. She also brings to PCG her network of Chinese librarians, consortia decision-makers, and relationships with authorized Chinese importers. Ms. Zhao previously worked for the Beijing offices of Elsevier, World Scientific Publishing Company, and founded her own business assisting international publishers navigate the native import, media, library and tradeshow landscape.

The establishment of a permanent sales position in China rounds out PCG's sales team in emerging markets around the world, including existing offices in Sao Paulo, Brazil and New Delhi, India.

Erika Valenti, Global Sales Director of PCG said: *"I am thrilled to welcome Sarah to the PCG team. With US and European publishers eager to tap the booming China market for scholarly and professional content, we have outgrown our local arrangement and made the decision to appoint a dedicated representative in Beijing. Sarah has the domestic relationships and government-approved connections required to do business in this complex yet lucrative market and is hitting the ground running for our publishers."*

Ms. Zhao and Ms. Valenti will both be on hand at PCG's exhibit booth at the Beijing International Book Fair, August 26-30 in hall E2, stand J29.



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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. Now in its 25th year, 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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