

Press Release

Walter de Gruyter extends presence in US market: In January 2005, two colleagues start in the US office

December, 15th 2005

As already announced at the beginning of July, Walter de Gruyter is strengthening its presence in its most important overseas market, the USA. From the beginning of 2005, **Patrick Alexander** will be taking up the post of Publishing Director with Walter de Gruyter Inc. in New York, and **Amy Hirschfeld** will be in charge of the marketing for the American market.

Both have many years of experience in academic publishing and know the American market intimately. Patrick Alexander was previously Program Director for Humanities with Hendrickson Publishers, and his last post was with Brill Academic Publishers. Amy Hirschfeld brings publishing expertise from the university sector to her new job, and in her last post was also working for Brill Academic Publishers, as Marketing Director.

Working together with Walter de Gruyter in Berlin, they will forcefully promote de Gruyter's humanities program and intensify and expand the company's contacts in the US market. „We have gained the services of two highly competent executives who will enhance our market position in the USA and enable us to target our products more accurately“ is the conviction of Reinhold Tokar, Walter de Gruyter's President.

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Walter de Gruyter GmbH & Co. KG., an independent academic publishing company with a history stretching back over 250 years, publishes some 250 new titles annually in the fields of the arts and humanities, medicine, the natural sciences and law – half of them in English – 60 specialist journals, and digital media.