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Worldwide expansion as Firebrand adds senior staff in the UK; NetGalley launches in France

FOR IMMEDIATE RELEASE

New York, April 7th, 2015—Firebrand Technologies, a worldwide provider of publishing systems and technologies, and NetGalley, which provides digital galleys to professional readers, have announced two events which will significantly strengthen their presence in new markets.

First, Firebrand is pleased to announce the appointment of Satvinder Viridi as Senior UK Relationship Manager, based in London, with responsibility for sales, projects and support of UK and European-based publishing clients. Mr. Viridi joins Firebrand from Random House, where he was a key member of the project management and technology operations team, responsible for the implementation and management of large-scale systems projects.

“There’s no doubt that Sat will contribute enormously and immediately to our projects in the UK,” commented Doug Lessing, President of Firebrand Technologies. “Over the past several years, we’ve seen an increasing shift toward international technology coordination and expansion within publishing organizations, and we’re pleased to have a key resource based in the UK to support these efforts.”

NetGalley also announced an expansion into a new market with the beta launch of NetGalley France, in a joint venture with Feedbooks, a leading international ebook retailer. The site is expected to launch officially in Spring 2015 and the beta version is accessible at www.netgalley.fr.

“NetGalley’s been successfully operating in multiple English-language markets for some time,” said Susan Ruzala, NetGalley’s President. “We’re so pleased to be working with Feedbooks, who is based in Paris but operates in many languages, to launch the service in French and to introduce NetGalley to a new community of professional readers.” Over 225,000 influencers worldwide use the NetGalley service to read digital galleys and provide reviews of new books from 350 publishers in North America, the UK and Australia.

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Firebrand Technologies (www.firebrandtech.com) provides steadfast leadership and seamless information flow throughout the publishing process. Firebrand’s Title Management Enterprise Software tracks titles from pre-acquisition through post-production, marketing and sales; the Eloquence Metadata Services are the fastest, most accurate and cost-effective way to implement ONIX. With Content Services, publishers manage, store, convert and distribute final book content for discovery and sales. NetGalley delivers digital galleys to professional readers; the Direct2Reader solutions support direct-to-consumer sales; and eBook training and quality assurance programs leverage the talents of eBook Architects.