

## **Michael Cairns**

### **Associate Advisor**

Michael Cairns is a publishing and media executive with over 25 years' experience in business strategy, operations and technology implementation. As a business executive, Mr. Cairns has successfully managed several troubled and under-performing businesses, creating new businesses opportunities, developing new funding sources and enhancing shareholder value for investors. His years spent as an operating executive have largely been with brand-name publishing companies such as Macmillan, Inc., Berlitz International, Wolters Kluwer Health, Reed Elsevier, Ingenta Technology and R.R. Bowker.

As a consultant, Mr. Cairns has worked with clients as diverse as AARP, Hewlett Packard, InterPublic Companies and Reed Elsevier with an emphasis on business strategy, market development and corporate development.

As CEO and Board Member of Publishing Technology (Ingenta), Mr. Cairns successfully reorganized the business, defined and implemented new business strategies and sourced \$15million in new equity investment (thereby avoiding bankruptcy). Located in Oxford, UK, Publishing Technology supplies ERP and content management software to top-tier global publishers.

As a consultant and investor, Mr. Cairns co-founded several new start-up businesses including WeeksBest.com in the news and newspaper market, and AcademicPub, which is a provider of custom educational course materials for higher education. He is currently an investor and advisor to The Glass Files, a pre-money archiving and personal history application.

As President of RR Bowker, Mr. Cairns helped transform a print-focused directory publisher into a web-enabled and web-focused digital publisher and services company. Mr. Cairns combined business process reengineering improvements, product development improvements and a range of new products together with a sales reorganization to build an up-to-date and much more effective organization. Additionally, he sourced, managed and integrated five acquisitions over 18 months to transform the business even more. Mr. Cairns managed the sale of RR Bowker from Reed Elsevier to Cambridge Information Group (now Proquest) and, during his time at the company, he tripled the enterprise value of the business.

Mr. Cairns holds an MBA (Finance) from Georgetown University and a BA from Boston University. He has served on several boards and advisory groups including the Association of American Publishers, Book Industry Study Group and the International ISBN organization. Additionally, he has public and private company board experience.