



Kait Neese Mason
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Creative opportunity seeker skilled at jump starting innovation and identifying new growth markets • Profitability driver with proven ability to drive growth by leveraging existing products, technology and talent infrastructure • Collaborative leader with demonstrable experience in rapid value creation across print and digital publishing verticals

Achievements

- **Featured Speaker:** First World Digital Publishing Conference (Beijing, China)
 One of eight invited to present to 500 Chinese publishing professionals on how mobile technology is shaping the future of the publishing industry; organized by the Chinese Academy for Press and Publication and CNKI Technology
- **2015 Informa Award Finalist; Taylor & Francis Group**
 Short-listed for the 'Ideas Count' category for successful targeted email series
- **Specializations:** Institutional Sales, Book Publishing, China, eBook Distribution, International Product Development, Print-on-Demand, Account Management, Institutional Sales, Academic Libraries, Strategic Partnerships, Channel Partner Procurement, Government Agency Contracts & RFPs, Vendor Negotiations, Margin Improvement, Corporate Branding

Professional Experience

Springer Nature

Boca Raton, FL (April 2017 –Present)

Academic scholarly publisher specialized in high quality, peer reviewed books and journals for university students, researchers and academic institutions worldwide

Southeast Account Manager, Institutional Sales - College, Public & K-12 Libraries

Responsible for licensing eBooks, Databases, journal and non-journal electronic product sales in territory for all imprints. Territory Includes: AL, FL, GA, NC, SC.

- Springer Nature Annual Award Finalist (2018); Short-listed for "Global Research Sales Rookie of the Year" award within first year
- Successful statewide licensing contract with the 54 public higher education institutions funded by the state of South Carolina (2017)
- Successfully completed the largest one time only, perpetual archive sale in the college market department's history.

Taylor & Francis Group (an Informa Business)

Boca Raton, FL (April 2015 – April 2017)

Global publisher specialized in high quality, peer reviewed books and journals for university students, researchers and academic institutions worldwide

Regional Account Manager, eBook & Digital Content Sales

Establish direct institutional sales operation priorities, strategies and bottom-line factors for territory. Responsible for the following states and consortium accounts during time with company: MI, IL, WI, MN, IA, OH, KY, SD, ND, NE, BTAA, UW-System Administration, WiLs, OhioLink, OhioNET, Minitex and MCLS.

- Increased territory direct sales by more than \$500,000
- Successfully transitioned under-performing institutions, increasing annual sales by 259%
- Negotiated and closed over \$345,000 under new sales model for fiscal year 2016

Publish on Demand Global, LLC

Boca Raton, FL (2012 – Jan 2015)

Publishing services provider for over 10,000 authors and publishers through its global network of publishers, printers, distributors and book marketers.

Director (2012 – Dec 2014)

Lead team across four subsidiaries to develop and launch global sales strategy focused on rapid value creation via strategic partnerships and international brand awareness.

- Defined and redeveloped consistent brand identity for company and subsidiaries
- Responsible for strategic direction of chosen vendors, partners and cooperative collaborations to grow global presence
- Led strategic growth of company's global distribution network of POD, eBook and mobile content
- Primary regions of focus China, India, South Korea, Japan, Malaysia and Taiwan; six-month stay in Shenzhen, China for strategic partnership development (2013)
- Recipient of \$50,000 Chinese government grant to translate and distribute 15 titles; project begun by the State Council Information Office and the General Administration of Press and Publication of the People's Republic of China
- Secured new partnership with ISO Certified POD Facility in India and China for increased speed to market in regions

- Successfully aggregated over 55,000 eBook titles from independent publishers, authors and mid-level aggregators for English eBook distribution into emerging markets
- Forged successful contractual partnerships with key e-commerce platforms in emerging markets for English eBook distribution not covered by Ingram, including: Flipkart.com (India), DangDang.com (China), CNKI (China), HyRead (Taiwan), e-Sentral (Malaysia)

Strategic Book Publishing & Rights Agency

Boca Raton, FL (2009 – 2012)

Self-Publishing subsidiary of Publish on Demand Global with over 6,000 authors in print, digital and eBook formats; additional author services include international distribution and rights sales.

Director of Marketing (2010 - 2012)

Responsible for development and growth of company's product and service launches, lead generation campaigns, trade show presence and international marketing activities, including extensive correspondence and in-person meetings.

- Developed and deployed weekly email campaigns to over 15,000 recipients, generating at least \$250,000 in quarterly sales
- Reduced annual operating costs by \$108,000 year over year by outsourcing administrative data entry and maintenance
- Established technical requirements and automation processes for communication systems to external stakeholders via implementation of cloud-based CRM systems
- Corporate level social media strategy development and implementation for lead gen, reputation management and brand awareness for 28 company and company-individual accounts
- Managed remote teams in Singapore, India, China and the US

Marketing Coach (Aug 2009 – Dec 2009)

- Coached authors on best practices for successful digital marketing campaigns
- Promoted due to demonstrated project leadership skills

Education

Florida Atlantic University (2018 - 2020)

Executive Master of Business Administration, International Business

Degree currently in progress; Graduate Student

Florida Atlantic University (2011)

Bachelor of Business Administration, Marketing

Advanced coursework in international trade and finance

Software

Salesforce, SAP, Publisher, ExactTarget, Infusionsoft, Customer Hub, Outlook, ACT, Onix, FTP, Microsoft Office Applications, Vocus, PRWeb, Quickbooks, Buffer, Hootsuite, Box, GoToWebinar, Vimeo, Wordpress

Associations

International Association of STM Publishers (STM); *General Member (2016- present)*

North American Serials Interest Group Inc (NASIG); *General Member (2018- present)*

Junior League of Boca Raton; *General Member (201 - present)*

Kappa Kappa Gamma Sorority; *General Member (2006 - present)*

Conference

Annual Publishing or Library Conference Attended

Years of Attendance on Behalf of Employer(s)

Florida Association of College & Research Libraries Annual Conference	(2018)
North American Serials Interest Group (NASIG) Annual Conference	(2018)
North Carolina Serials Conference	(2019, 2018)
Electronic Resources & Libraries Annual Conference	(2018, 2015)
American Libraries Association Midwinter Conference	(2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010)
American Libraries Association Annual Conference	(2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010)
Florida Library Association Conference	(2019, 2018, 2017)
Charleston Library Conference	(2018, 2017, 2016, 2015)
Florida Virtual Campus Open Educational Resources Summit	(2019, 2018)

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PROFESSIONAL REFERENCES:

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Relationship: Mentor and former customer (Executive Director of CIC/BTAA)

Elijah Scott

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1753 West Paul Dirac Drive, Tallahassee, Florida 32310
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Email: Escott@flvc.org
LinkedIn: <https://www.linkedin.com/in/elijah-scott-7596996/>
Relationship: Mentor and indirect customer (FALSC/FLVC)

Denelle Swaim

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LinkedIn: <https://www.linkedin.com/in/finandmarketing/>
Relationship: Former colleague and mentor

Cathy Proctor

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1 New York Plaza, 1 FDR Drive, New York NY 10004
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Relationship: Current coworker at Springer Nature



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Mark Sandler
PRINCIPAL CONSULTANT
NOVEL SOLUTIONS

I'm a believer that "sales matter," and that Kait Neese is a difference-maker in that space. I can't speak to Kait's numbers or internal relationships, but from a customer perspective, she is a top-notch account rep. As the Chief Collection Officer at the University of Michigan, and then the Director of the Big Ten Academic Alliance (BTAA, CIC) Center for Library Initiatives, I likely interacted with thousands of account reps over the course of my career. Kait is one of a handful (3-5) that stand out in my mind as a truly gifted communicator-not "talker," or "seller," but "communicator." And yes, I was surprised by this and continue to be intrigued by some of the small things that Kait does that subtly differentiate her from a hundred others young-and not so young-account reps.

To begin at the beginning, I'll briefly recount my first interactions with Kait. She was working for a large publisher that I had negative feelings about and little, if any, staff or management relationships. It was weeks before ALA when librarians with a budget north of \$100 get dozens-maybe hundreds-of emails asking us to come to a reception or visit a booth. Most of these get deleted unopened, but I opened this one from an unknown sender because the company had never before reached out. I expected a typical vendor spam email-"we're great; please come by so we can show you"-but I instead found a very personalized invitation with some very clever stylistic flourishes.

Instead of deleting the email, I decided to engage and responded that I couldn't imagine much good coming from a booth meeting. Kait responded-again personally, in a real human voice-that she'd be interested in hearing why I have this negative set about her company. So, I stopped by the booth and within a year Kait closed a big e-book deal with the Big Ten consortium, despite my sense that the content was "meh," the management MIA, and the sales culture non-existent.

In the year between meeting Kait on the ALA exhibits floor and closing a consortium e- book deal, Kait worked with member schools to build grass roots support for a collective purchase. She kept us apprised of who she was visiting and how they reacted, often checking in pre-visit to learn more about the people she would be meeting and the circumstances that might affect a library's perspective. She did a lot of background reading in preparation for campus visits and often tied publisher content to larger campus mission statements. She is a good listener and prodigious note-taker, and would invariably refer back to specific librarian comments in follow-up correspondence. And, importantly, she made friends with mostly older collections librarians who had honed all manner of distancing techniques when dealing with vendor reps.

Beyond her sales chops, Kait is a reader-she buys books about librarianship (even librarians don't buy books about librarianship!). And she has a great social media presence, often posting interesting articles on LinkedIn or responding to articles posted by others. I believe it's this broader business interest,-and business savvy-that distinguishes Kait from so many other young reps. She has fascinating career experience, having worked in Asia and being involved early on with print-on-demand and self-publishing. In that sense, she is sophisticated beyond her years because she can view the scholarly publishing space in the context of larger markets and market forces.

Like I said at the outset, I believe that Kait is an exceptional sales talent, but also expect that some smart company will find a way to move her into management-probably sales management, marketing, business development, or maybe strategy (although it would be a shame to move her too far from positions with a large dose of interpersonal interactions). I know she's young (albeit with a lengthy track record of successful industry work) and maybe naive (I say "maybe," because some of her presentation-of-self is undoubtedly a learned sales technique), but I have little doubt she could play a very significant role at a start-up, and would likewise, if given the chance, provide some smart leadership in a more established corporate setting. I'd encourage any company to take her seriously and think long-term about the kinds of contributions Kait could make, be it with an existing employer, or, more ominously, with a competitor.

Please don't hesitate to contact me if you want to talk more about Kait's interests or capabilities.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mark Sandler", followed by a horizontal line.

Mark Sandler Novel Solutions