

# Current Comments

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## Introducing the ISI Representatives— Two-Way Communicators Who Help Us Monitor the User's Needs

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Although we have made a concerted effort to inform the world that ISI® is a private organization<sup>1</sup> not subsidized by the government or a professional society, many *Current Contents*® (CC®) readers still think that ISI is a nonprofit corporation. This is in part due to the fact that a name like Institute for Scientific Information® *implies* that we are an academic or research institution. Although ISI does conduct research, often sponsored by government agencies both foreign and domestic, that activity represents just two percent of our operating budget. ISI's survival still depends upon our ability to deliver useful information services at a reasonable cost. We believe this keeps us more responsive to the needs of the scientific community. Incidentally, the choice of ISI's name was no accident. I was very conscious of the fact that most scientists and librarians had grown used to the idea that government agencies and professional societies traditionally provide secondary services.

There are many ways that we keep in touch with the needs of the community we serve. For one, the information professionals on our staff are themselves scientists who belong to "invisible colleges" of their own. They keep up with new developments in much the same way that any scientist would.

Since our beginning I've taken great stock in the direct feedback our readers

provide. Most of the letters addressed to me still receive my personal attention. Every ISI employee knows my desire that all letters and calls be answered promptly. I also make a systematic sampling of reader opinions. About 1,000 ISI customers respond to questionnaires each year. But any CC reader can write me or my colleagues directly with any suggestions on how our services might be improved.<sup>2</sup>

Another way that we attempt to monitor the pulse of the scientific community is through an extensive lecture program.<sup>3</sup> Though I continue to try to reduce the frequency, it is not unusual for me to lecture at two or three institutions per month. And of course I attend numerous professional society meetings. ISI maintains exhibits so the ISI staff can meet both new and old clients.

Since the number of ISI clients has grown so large, it is impossible for me or ISI vice presidents to contact each customer personally every year. But we recognized long ago the importance of maintaining personal contact with the real world. That is one of the reasons we maintain a group of 16 marketing representatives located around the globe.

Most privately owned companies maintain a marketing force to promote their products. And if the company is lucky, these marketing representatives function as two-way communicators.

They not only promote the company's products to potential customers, but they also relay relevant information back to corporate headquarters. This is another means for detecting the ever-changing needs of the marketplace. Too often, however, such representatives are concerned strictly with selling. A crash training course may make them familiar with products or services, but they know too little about the market they serve to make incisive observations about the needs of their customers. There's a good reason for this—"sales" is a notoriously competitive field, and few representatives stay with any one firm long enough to get a real grasp of their market.

At ISI, knowledge of the information field and/or the sciences is as prized as marketing skill. Most of our representatives are information specialists who belong to one or more major professional societies. Most also have backgrounds in science or the humanities as well. Disciplines in which some of our field representatives hold degrees include biology, chemistry, engineering, economics, psychology, linguistics, and, of course, information science. The professional background they bring to their work gives them a better understanding of the market they serve. This understanding allows them to tailor their activities to serve the needs of individual institutions. The needs of the library director of a liberal arts college are different from those of the research director of an industrial organization.

ISI marketing representatives have detailed knowledge of ISI's products and services. When marketing reps join ISI, they undergo intensive training at our Philadelphia headquarters. They are not sent into the field until they can fully demonstrate and lecture on most of ISI's products and services. Indeed, before the start of our formalized lecture pro-

gram in 1975,<sup>3</sup> it was the marketing representatives who were responsible for holding workshops to familiarize users with our products. Today, the activities of the lecturers and the marketing representatives are closely coordinated. Generally, it is the marketing representatives who contact faculty members or librarians interested in setting up a lecture or seminar.

Their expertise allows our marketing reps to provide the kind of two-way communication that helps us keep pace with customer needs. The information they relay back can have a real impact on the new products that we introduce and how they are designed. At ISI we do not operate as a typical bureaucracy. All employees, and especially ISI reps, know that they can have direct contact with me and other company officers. During my frequent travels, I make it a point to meet with the local ISI representatives. The information I receive at these meetings is invaluable. There can never be perfect communication in any organization. No matter how often one may encourage communication there will always be impediments to the free flow of ideas. So these personal contacts are important.

Apart from encounters with ISI reps in their own territory or by phone calls, there is an annual meeting held at ISI just after each new year. After a program of technical and social activities, we conduct a brainstorming session where everyone is free to ask questions on any phase of ISI activities and plans. In addition, there are ample opportunities at coffee klatches or cocktail parties to talk informally. Since there are usually some newcomers to these international meetings, I repeat the same message each year.

While ISI hopes that all of its employees will want to stay indefinitely, we can-

not hope to satisfy all the career aspirations of every employee. I am proud of the fact that many of our employees have gone on to very distinguished careers in other organizations. Some have proved to be successful entrepreneurs, while others have excelled in the academic world. I know of no other commercial organization that can boast that its alumni include deans of library schools, not to mention presidents of other successful companies, or directors of large information departments or libraries. No organization can be all things to all employees but while they are employed by ISI we expect employees to meet high standards.

In the pages that follow I will provide a brief biographical sketch of those people primarily responsible for marketing our products. But I would also like to acknowledge the contributions made by our "support staff," because in the final analysis, it is impossible to separate the various marketing functions. At ISI we stress communications, and so our Vice President of Direct Marketing and Communications, Tom DiRenzo, must work together with our Vice President of Institutional Marketing, George Malanga. Reporting to DiRenzo are people like Susan McDonald, director of communications, and Joe Walker, director of marketing services, who play a direct role in the creation of educational and advertising material on which our representatives depend heavily.

In addition to the ISI employees mentioned in Figure 1, on the following page, it would be inexcusable not to mention the fine work done by our representatives in Japan. Takashi Yamakawa of US Asiatic Company, Ltd., under the leadership of Takao Yamakawa, has been representing ISI in Japan since 1970. Since 1971, we have also been represented in Japan by Kinokuniya Co., Ltd. Teruzo

Kubota is ISI's chief contact at Kinokuniya, though I have also had the pleasure of working with I. Miura and O. Matsubara.

I would also like to comment on the nature of the remarkable marketing and educational task ISI faces in the transition to the electronic era. Although data bases such as *SCISEARCH*<sup>®</sup> and *Social SCISEARCH*<sup>®</sup> have been available for many years, we have had to rely in the past on the promotion of these data bases by computer hosts such as Lockheed, SDC, and BRS. But there can be no doubt that the promotion of ISI's data bases is not the primary focus of such organizations. That was one of many reasons for establishing ISI's own Search Network and several new online data bases. The marketing of online services requires a much more technical level of competence and a new focus. For that reason we are not only training all ISI reps in these new methodologies, but have selected Catheryne Stout to give that new area 100 percent of her attention. Supporting her in the lecture program, as previously described,<sup>3</sup> is Ann Marie Cunningham.

While it will be the subject of a separate essay, I should mention that several ISI services in the area of chemistry are now marketed in a newly established division of ISI. The Chemical Information Division is directed by Bonnie Lawlor. She is not only responsible for the production of *Current Abstracts of Chemistry and Index Chemicus*<sup>®</sup> but also for a number of other derivative services, such as the *Index Chemicus Registry System*<sup>®</sup> and *Current Chemical Reactions*<sup>®</sup>.

Lawlor is now also responsible for the marketing development of this entire line of services including a new online service that will include substructure searching as well as other approaches to chemical information retrieval.

The person mainly responsible for marketing of this line of services is Keri Luiso. She will be supported by Carol Kulp, ISI's lecturer for chemical information services.

Two directors preside over ISI's field marketing operation. Ronald Hamilton, headquartered in Philadelphia, is marketing director for the western hemisphere, Africa, Asia, and Australia.

Radomir Dabanovic, director for Europe and the Middle East, is headquartered in our Uxbridge, UK, office. Both report to Malanga. In recognition of the fine job that they and the field reps do, I would like to introduce our field marketing staff to you. You are invited to contact the representative in your area for information about ISI, at the telephone numbers provided.

Figure 1: The ISI® marketing representatives.

Ronald Hamilton began working for ISI in 1973 as a regional sales manager based in Florida. He was named a director of marketing in 1980. Before coming to ISI, he was a national sales manager for Brodart, Inc., a leading producer of library supplies. He has more than 15 years of marketing experience in the library and information fields. Hamilton is a member of the American Library Association (ALA), the American Society for Information Science (ASIS), and a number of state library associations. Tel. (215) 386-0100.

Assisting Hamilton is Anne Ramsay, sales coordinator. Her many duties include the coordination of marketing activities with other ISI departments, including the lecturers. Ramsay received a bachelor's degree in social science from Michigan State University in 1972. She earned her Michigan teaching certificate in 1973. Before coming to ISI this year, Ramsay was a marketing associate with the Insurance Company of North America. Tel. (215) 386-0100.

Radomir Dabanovic joined ISI as a marketing representative in Europe in 1975. He was named a director of marketing in 1980. Dabanovic was born in Yugoslavia and received his BS in economics from the University of Belgrade. He completed his graduate work in international economics at the University of Surrey, UK, in 1970. He is a member of the Institute for Marketing, a European association. Dabanovic has accompanied me on several lecture tours of the USSR, where he speaks to his audience in Russian. Tel. 44-895-30085.

Jack Donahoe, ISI's representative for the north-central US, has his office in Pittsburgh, Pennsylvania. His territory stretches from western Pennsylvania to Illinois, and

south to Arkansas. Donahoe holds a BS in business administration from the University of Pittsburgh. Before coming to ISI three years ago, he held several positions in private industry and also was a self-employed library consultant. Tel. (412) 563-0642.

Our representative for the western US, including Alaska and Hawaii, is Joseph Michalak, headquartered in Santa Cruz, California. He holds an undergraduate degree in history, and a master's in information science. Michalak served as director of *Encyclopaedia Britannica's* research library from 1971 to 1974. Before joining ISI this year, he was head of reference at the University of California, Santa Cruz. Tel. (408) 425-7477.

Richard A. Squires, our representative for the southwestern US, is stationed in Dallas, Texas. Prior to joining ISI this year, Squires was an auditor for Atherton Industries, which operates a chain of retail stores. Squires studied international business at San Francisco State University and data processing at Riverside City College. Tel. (215) 386-0100.

Barbara Home Stewart covers the southern and mid-Atlantic states, but is based in Philadelphia. She holds degrees in English and psychology, and has done graduate work in psychology. She held numerous editorial positions before coming to ISI three years ago. Tel. (215) 386-0100.

Catheryne Stout until recently was ISI's representative for the midwestern states. In January, she assumed responsibility for marketing ISI's online services. She came to ISI in 1980 as a lecturer and then transferred to our Chicago office. Stout has a BS in biology from Chestnut Hill College and an MS in library science from Drexel University. She was formerly employed by American Total-

istor Co. as a computer software documentation specialist. She is a member of ASIS and ALA. Tel. (312) 281-3099.

Our representative for the northeastern US, Katherine Vincent, joined ISI in 1980. She holds a BA in journalism from Point Park College, Pittsburgh. She had previously served as sales manager for Ginn & Co., educational publishers. Her office is in Boston, Massachusetts. Tel. (617) 648-7676.

ISI has recently added a new representative to deal exclusively with the federal government. He is Donald L. Gilman, headquartered in Washington, DC. Gilman holds an MA in economics from the University of Pennsylvania. Before joining ISI in March 1981, he held a number of professional positions in the US government. He is a member of several Washington-based information societies, particularly those dealing with federal policies and programs. Tel. (703) 827-0724.

Our representative for the UK is James Cameron, who is headquartered at our Uxbridge, UK, office. Cameron has a BA in information science from the University of Strathclyde, UK. He worked in marketing and technical planning in private industry before joining ISI in 1980. He is a member of ASIS. Tel. 44-895-30085.

Robert Glaser, whose office is in Randwijk, the Netherlands, serves the Benelux and Scandinavian countries. He holds an MS in chemistry from the University of Utrecht. Before joining ISI in 1980, he was development manager for Kaweckı-Billiton Metals. Tel. 08889-207.

Michael Hobbs, our representative for Eastern Europe, holds a degree in Russian studies from the University of London. He joined ISI in 1980 and is stationed at our Uxbridge office. Previously, he served as export executive for M. Golodetz, Ltd. Tel. 44-895-30085.

Our representative for the Federal Republic of Germany and Austria is Wolfgang Horn. Horn obtained his PhD in chemistry

from the University of Frankfurt. He came to ISI in 1979 from Hoechst-Konzern, the German chemical company. His office is in Ofenbach am Main near Frankfurt. He is a member of the German Documentation Society. Tel. 49-611-88-90-77.

Jorge Robles G., ISI's representative for Latin America, holds a degree in chemical engineering, and has also done graduate work at MIT. He is a member of the American Chemical Society and the American Institute of Chemical Engineers. Robles is stationed in Mexico City, and has been with ISI for 11 years. He taught for ten years at the University of Mexico prior to joining ISI. Tel. (905) 651-3181.

One of the most recent additions to our marketing staff is Emma Robles, who joined ISI in 1981. Her territory includes Brazil and southern Africa. She earned a BA in business administration from the University of Mexico. Prior to joining ISI, she was a public relations manager for Pepsi Cola in Mexico. Tel. (905) 255-1609.

Geoffrey Simkins is our representative for the Mediterranean countries. He holds a degree in languages from Trinity College in Dublin, Ireland. Before joining ISI in 1980, he was a department manager for Richard Booth, Ltd. Simkins is stationed at our Uxbridge office. Tel. 44-895-30085.

ISI's representative for Canada, Australia, and New Zealand is Paul Suckling. His office is in Toronto. He studied economics at the University of London, and has been with ISI for three years. Before joining ISI, he was a marketing representative for Inglis, Ltd. Tel. (416) 922-0608.

Serving Asia is Robert Tanner, stationed in Singapore. Tanner joined ISI in 1979 after holding marketing positions with various firms based in Singapore. He served in the British army from 1949 to 1976 as a telecommunications specialist. He is a member of the Institute of Supervisory Management. Tel. 65-479-4331.

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## REFERENCES

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