

# Consulting Assignments Handled by John B. McHugh Publishing Management Consultant

## Contents

- Management/Executive/Organizational Pages 1, 2
- Marketing/Marketing Research Page 2
- Rights Management/Permissions Page 2
- Vendor Selection/Outsources/RFP Preparation Page 3
- Recruiting Page 3

For information 414-351-3056, email [j.b.mchugh@att.net](mailto:j.b.mchugh@att.net), Web site [www.johnbmchugh.com](http://www.johnbmchugh.com)

### Management / Executive /Organizational

- Served as the interim publisher for a two-year period for an institute, directing an 18 person staff with \$4 million dollars sales
- Served as the advisor to the president of a dental education publisher
- Performed a management audit for an institute's publishing program
- Performed a management audit on the book program for a Northeastern state bar association
- Evaluated the staffing, processes, and productivity of a health science publishing program
- Developed a strategic plan for a print-on-demand (POD) company to sell POD services to the nonprofit book publishing sector
- Evaluated the book acquisitions function for an educational publisher
- Performed a management audit of an educational association's editorial services department
- Performed a management audit for a journal owned by social service organization
- Assessed and made process improvement recommendations for an educational association multimedia-publishing program
- Advised a custom publisher on how to improve new product development efforts
- Wrote strategic and operational plans for start-up publishing operations for a healthcare association

- Performed a feasibility analysis for a venture capitalist company interested in starting a book publishing company
- Conducted executive retreats for a trade association, engineering society, and computer publisher
- Conducted new product development brainstorming sessions for magazine/custom publisher, an aviation/ aeronautical publisher, and an educational publisher

### **Marketing/Marketing Research**

- Established library advisory committees for a scientific society and for a legal publisher
- Wrote a marketing and promotion plan for a new series of books for a college textbook publisher
- Performed an audit of marketing and promotion for a Midwest based engineering society
- Wrote a marketing plan for the educational division of pharmaceutical company
- Conducted market research with licensing customers for a pharmaceutical company to evaluate and to make recommendations for their licensing business
- Conducted market research to support the product launch of a new electronic journal for technical publisher
- Conducted market research to support the product launch of a new online comparative standards database for a technical society
- Conducted internal research, with senior managers, as the basis for establishing a centralized marketing function at technical society
- Served as marketing advisor to a computer-training company on how to sell to the college market

### **Rights Management/Licensing**

- Developed a permissions management system for a major healthcare educational publisher
- Conducted rights/permissions reviews for children's books-magazine publisher, educational association, and for a child advocates research organization.
- Managed licensing and permissions function for technical association
- Advised a telecommunication association on the licensing of product for its distance education program
- Served as an expert witness in a case involving copyright infringement

- Performed permissions assessments on manuscripts for major New Jersey based educational publisher
- Conducted Rights/Permissions Workshops on site for a number of clients.

**Vendor Selection/Outsourcing/Request for Proposal (RFP) Preparation**

- Prepared the RFPs, selected, and screened vendors for outsourcing of nursing association’s book, magazine, and journal publishing operations
- Prepared the RFP, selected, and screened vendors for the outsourcing of an institute’s book, journal, and magazine functions
- Prepared RFP, selected screened and recommended warehousing and fulfillment service for a major technical society in the Northeast

**Recruiting**

- Recruited executives for clients including customer relations director, product development/ marketing director, publisher, president, and vice president of education

**About John B. McHugh, Publishing Consultant**

McHugh, a 30-year veteran of the publishing business, is a successful publishing consultant. He is the author of the **McHugh Publishing Management Series**—56 practical publications on all aspects of publications management.

McHugh is an experienced association-publishing executive. For seven years, he was Publisher and Director of Programs at the American Society for Quality, a 120,000-member professional association based in Milwaukee, WI. For a two-year period, McHugh served as the Interim Publisher at the Project Management Institute, a Newtown Square, PA. based, 100,000-member professional association.

In the private sector, McHugh has worked for Houghton Mifflin and Wadsworth. For a four-year period, McHugh owned and operated his own book publishing company.

**McHugh Specialties**

● Association Publishing	● Journals/Periodicals
● Book Publishing	● Organization Design/Structure
● Copyrights and Permissions	● RFP (Request for Proposal) Preparation
● Contracts/Publishing Agreements	● Publishing Management Audits
● Executive Recruiting	● Start Ups: Books, Journals, Magazines

Call John B. McHugh now at 414-351-3056 or e-mail [j.b.mchugh@att.net](mailto:j.b.mchugh@att.net) to ask any questions or discuss your consulting needs. Visit [www.johnbmchugh.com](http://www.johnbmchugh.com) to review a large number of his free publications.