

Introducing our Publications and Editorial Board

Hannah Baldwin (née Perrett)

Hannah Baldwin fell into publishing after relocating to Cambridge over a decade ago, and now can't imagine working in any other industry (and she's tried a few, including selling septic tanks, ski repping in the French Alps, the telecommunications business and the language travel industry).

She started her publishing career at ProQuest, as Strategic Marketing Manager for the Chadwyck-Healey portfolio, where she was responsible for managing established products and helping to develop and launch new databases. This experience gave Hannah a thorough grounding in digital products in both academic markets and the public and corporate library sectors. She later took on responsibility for international business development for technology products including Serials Solutions and an institutional repository offering.

From ProQuest, Hannah made the inevitable move for a publishing professional in East Anglia to Cambridge University Press (CUP). Here, Hannah spent seven years selling, marketing and developing platforms for e-books and digital products, most recently as Digital Director. During this time, Hannah represented CUP on the Publishers Association's Digital Directors Board, and throughout her publishing career has been lucky enough to travel widely, including to attend and speak at numerous conferences and events across the world.

Hannah has now moved even further east and is tackling a new challenge as Head of Publishing for IT Governance, based in Ely, a small house specializing in publications on IT governance, risk management and compliance. She is delighted to be building on her strong background in marketing strategy, business development and digital publishing for IT Governance, as well as getting to grips with issues such as cyber security and business continuity.

Hannah says the thing she values most about her career in publishing is being at the heart of the vibrant, ever changing, mostly fun and always challenging information industry. The opportunity to engage with and support how people access and use content and technology in all walks of life is a privilege that Hannah relishes, and is something she is dedicated to improving. She is excited to be joining the UKSG publications group.

Publishing has also provided Hannah with many lasting friendships, both in and outside work, as well as unforgettable experiences too numerous to list!

Outside work, Hannah enjoys renovating her 17th-century cottage (last touched in the early 1970s, which shows!); exploring the Fens and beyond with her terrier, Muzzle, and husband (pictured with Hannah); Pilates; gardening; music and (ideally) fine food and wine.

Congratulations to Hannah on her recent marriage!

