

Introducing our Publications and Editorial Board

Bruce Heterick

Bruce Heterick is Vice President at ITHAKA, where he has library outreach and business development responsibilities for JSTOR and Portico on a global basis. He manages a group of 25+ individuals in ITHAKA who work with over 11,000 participating libraries in 163 countries around the world. Bruce also works closely with commercial linking and discovery partners, web-scale discovery initiatives and other library and publisher business ventures that interact with the JSTOR and Portico platforms.

Bruce has spent 25 years in the higher education and library communities. He started his career as an application developer at Virginia Tech before joining the then fledgling library system provider, VTLS, in 1988. Bruce joined The Faxon Company in 1993, which at the time was the largest subscription agent in North America and where he held sales and senior management positions until 1998. After a brief stint at Blackwell's, he left the library industry to become executive director of SunGard SCT's higher education consulting practice. In 2000, Bruce joined JSTOR as Director of Library Relations. During his tenure at JSTOR and ITHAKA, he has been instrumental in the launch of ARTstor, Portico and Aluka, and has helped JSTOR start both the Current Scholarship Program (CSP) and the nascent Books at JSTOR initiative.

Throughout his career, Bruce has written and presented extensively on information management issues. He has been active in Coalition for Networked Information (CNI) since its inception, and has served as a Board member for the National Information Standards Organization (NISO) for the past five years, acting as Chair from 2011-12.

Bruce received his BS in Management from Virginia Tech in 1985, and his MBA from the Pamplin School at Virginia Tech in 1994. He has recently celebrated his 25th anniversary with his college sweetheart, Jill, and they have four very active children (Wesley, 21; Miller, 18; Sloane, 14; and Cary, 11).

In his spare time, Bruce coaches youth basketball and enjoys watching his daughters play basketball and soccer. He is an accomplished amateur golfer, a course ranking panelist for *Golf Digest*, and he roots tirelessly for his alma mater, Virginia Tech.

"GO HOKIES!"

