



Britannica’s Michael Ross Named to Educational Publishing Hall of Fame

Digital publishing pioneer to be inducted at Waldorf ceremony

CHICAGO, November 12, 2009—Digital publishing pioneer and [Encyclopaedia Britannica](#) executive Michael Ross has been named to the Educational Publishing Hall of Fame and will be inducted into it at an award ceremony at the Waldorf-Astoria in New York City on December 3, the company announced today.

Ross, who serves as Britannica’s senior vice president for worldwide product development, education and technology, will be honored by the [Association of Educational Publishers](#) (AEP), which confers hall of fame membership, along with Nelson B. Heller, president of EdNet at MDR; and Pleasant T. Rowland, founder of Rowland Reading Foundation and American Girl.

A thirty-year veteran of the publishing industry, Ross held positions at several companies, including Time-Life Books, before joining Britannica in 2002. He was an early advocate for electronic publishing and today writes and speaks widely on what publishers must do to succeed in a publishing marketplace that is increasingly global, digital and highly competitive.

“Things we take for granted today started out as innovations that someone put forth in the face of skepticism,” said Charlene Gaynor, chief executive officer of the Association of Educational Publishers. “The Internet and digital publishing have become second nature to our industry, but it wasn’t long ago that people like Michael Ross were prodding publishers toward these areas, and sometimes it was an uphill battle.”

Ross has contributed to several industry publications, including the “Experts’ Guide to the K-12 School Market.” His book, “Publishing Without Borders: Strategies for Successful International Publishing,” was published in 2003. His most recent book, published in 2007, is “[Publishing Without Boundaries: How to Think, Work, and Win in the International Marketplace](#).” He speaks often at international conferences on electronic publishing, strategic alliances and licensing.

At Britannica, Ross has spearheaded efforts to extend Britannica's Web operations on a worldwide scale while also developing award-winning new print titles for schools and libraries, such as [Britannica Illustrated Science Library](#).

"Michael has been invaluable to Britannica's publishing strategy over the past decade," said Jorge Cauz, president of Encyclopaedia Britannica, Inc. "Since we made our initial forays onto the Internet in the 1990s, our goals have been to refine, diversify and expand our digital offerings around the world. Michael's vision and direction have been crucial in enabling us to do that."

Induction into the hall of fame is educational publishing's highest individual honor. Notable honorees from previous years include Fred Rogers, late host of the popular children's television program "Mr. Rogers' Neighborhood"; Dick Robinson, chairman of Scholastic, Inc.; and Peter Jovanovich of Pearson Education.

Some of Michael Ross's writings on publishing are available on the [Britannica Blog](#). An interview with him is available on the [AEP blog](#).

About Encyclopaedia Britannica

Encyclopaedia Britannica, Inc. is a leader in educational publishing. The company's encyclopedias and other products can be found in many media, from the Internet to wireless devices to books (<http://info.eb.com>). A pioneer in electronic publishing since the early 1980s, the company also still publishes the 32-volume Encyclopaedia Britannica, along with educational online services such as Britannica SmartMath and Britannica Online School Edition and new printed products such as Britannica Illustrated Science Library. Britannica's editorial operation is overseen by some of the world's most distinguished scholars. The company makes its headquarters in Chicago.

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