

OECD USA Appoints PCG to Drive Growth in Scholarly Publishing

Oxford, 12th May 2017 – [PCG \(Publishers Communication Group\)](#), the leading international sales and marketing consultant for the publishing market and part of the Ingenta Group, today announces its appointment by the Organization for Economic Cooperation and Development (OECD). Exclusively tasked with driving sales of its scholarly publications throughout the USA, PCG will use its specialized sales, marketing and research services to increase publication readership, customer engagement and business growth.

PCG will draw on its extensive local networks of faculty, library selectors, consortia leaders and end-users to implement strategic research, feeding strategic sales and multi-channel marketing programs promoting OECD publications to academic libraries, research organisations, think-tanks, government and non-government organisations and the private sector. With a team boasting former academic librarians, subscription agents and publishing employees, PCG has advocated for scholarly publications and digital content successfully around the world since 1990.

“We are excited to be working with PCG in the US market,” commented François Barnaud, OECD’s Head of Partnerships, Marketing and Fundraising, “and look forward to benefitting from their experience and enthusiasm as we seek to expand our reach to new audiences beyond our current well established base. PCG will be critical in our efforts to continue to promote the important work of the OECD in the advanced research, educational and private sector fields.”

Publishing more than 250 new books, 40 updated statistical databases, and thousands of new statistical tables, working papers, and journal articles each year, OECD is one of the world’s largest publishers in the fields of economics and public affairs. OECD uses its wealth of

information on a broad range of topics to help governments foster prosperity and fight poverty through economic growth and financial stability.

“With an infrastructure developed over 25 years, our team of marketing, sales and research experts have delivered numerous successful campaigns, developed relationships with key decision-makers and analysed the shifting academic marketplace on behalf of over 100 industry clients. We’re perfectly positioned to support OECD in its goals,” says Melissanne Scheld, MD of PCG, concluding, “OECD is a hugely significant publisher with a momentous and revered history, so we’re extremely proud to have been selected to work with them.”

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About PCG

Publishers Communication Group (PCG), an Ingenta company, is an internationally recognized sales and marketing consulting firm providing a range of services designed to support and drive your sales strategy. Established in 1990 and headquartered in Boston (USA) with offices in Oxford (UK), São Paulo (Brazil), New Delhi (India) and Beijing (China), PCG’s global presence continues to grow to better serve the needs of publishers. Founded as an independent entity, PCG was acquired by digital publishing pioneer Ingenta in 2001, which preceded the merger of Ingenta and VISTA International in 2007. The resulting AIM-listed Ingenta is today the largest supplier of software and services to the publishing industry.

About OECD

The Organisation for Economic Co-operation and Development (OECD) formulates and promotes policies that will improve the economic and social well-being of people around the world. OECD provides a forum in which governments can work together to share experiences and see solutions to common problems, and the resulting publications cover a broad range of economic, social and environmental issues. OECD Publishing was selected Academic and Professional Publisher of the Year at the 2017 London Book Fair’s International Excellence Awards.

