

Josephine Buys has been appointed PRC's new CEO

The Publisher Research Council (PRC) has announced that Josephine Buys has been appointed its CEO.

The PRC has been conducting pioneering studies in the publishing space since 2016. Buys will leverage the research and relationships built to date, to drive the company into a new phase of industry involvement, while Peter Langschmidt will continue to focus on the technical aspects of research to ensure it is as accurate a reflection of the reader universe as possible.

Champion of the written word

As a non-profit company conducting research on behalf of its members, the PRC has made great strides in conducting research that promotes the value of the written word versus listening or viewing. This appointment marks an exciting increase in resources, and an intention to add widespread value to the industry at large. A seasoned marketing and media professional, Josephine is the ideal candidate for the role.



Josephine Buys is the new CEO of the Publisher Research Council (PRC). Image supplied.

Says Buys:

“ The PRC library is a rich repository of information that marketers, advertisers and media agencies can benefit from and I look forward to unlocking the value of our reading platforms, being consumed and trusted in a quality environment, to prove that reading is one of the most effective platforms to deliver a significant return on investment (ROI). ”

“I have always been passionate about reading, whatever the channel. In my new capacity as CEO of the Publisher Research Council, I will be a champion of the written word in all forms.”

Credibility, passion and drive

Executive headhunter, Maha Deeb who introduced Buys to the PRC says: “My brief was to identify someone who would be the voice of the PRC and an ambassador for the power of reading and recall. Media and communications thought leaders and senior executives who I spoke to about Josephine attested to her credibility, passion and drive.”

The PRC welcomes the insights and experience that Josephine brings to fulfil the mandate of the PRC which is to educate the marketplace and sell the inherent benefits and strengths of the written word.

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