



## Ringgold acquires Frontline GMS Ltd and makes two senior staff appointments

**Beaverton, Oregon; London, UK: September 1, 2011**

Ringgold Inc. has acquired Frontline Global Marketing Services Ltd (Frontline GMS) and its database, the *Consortium Directory Online* (CDO), which was previously a collaboration between Frontline and Ringgold: [www.consortiumdirectory.com](http://www.consortiumdirectory.com).

Effective today, Laura Cox joins Ringgold's senior management team as Vice President of Sales and Marketing. She will manage Ringgold's global sales and marketing. Previously as Managing Director of Frontline, Laura was responsible for developing the *Consortium Directory* in print form and then cooperating with Ringgold in bringing it online. In her publishing and consulting, she has worked with international clients, in strategic marketing consultancy, the creation of business and pricing models, market research, data analysis, and project management. She is the author of several industry reports concerned with publishing in the electronic era.

On September 6, Christine Orr will join Ringgold as North American Marketing Director. Christine was previously Director of Publication Sales at OSA – The Optical Society, responsible for strategic development and tactical implementation of institutional sales for a portfolio of journals and online products. Christine's career includes more than eighteen years of marketing and sales responsibilities for STM publishers that include employment with Elsevier, Springer, and the American Institute of Physics.

"The publishing industry experience of our two new senior staff provides an excellent basis upon which we will continue to focus on providing information services to improve the efficiency of the information supply chain," said Don Chvatal, Ringgold's President.

Laura and Christine will join Diane Cogan and Don Chvatal representing Ringgold at the Frankfurt Book Fair, Hall 4.2, Stand N444.

### **About Ringgold**

Ringgold is based in Beaverton, Oregon, and London, England. Its mission is to help publishers and software vendors improve their marketing while reducing costs in supplying products and services. Ringgold supports two services focused on publishing: *Consortium Directory Online* and *OpenIdentify* – both providing unique identification of organizations subscribing to print and electronic information. [www.ringgold.com](http://www.ringgold.com)

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