



For Immediate Release

**GeoScienceWorld Expands Executive Team with
Appointment of Brett Rubinstein as Chief Commercial Officer**

(McLean, VA) July 15, 2019 - GeoScienceWorld (GSW), a nonprofit collaborative and comprehensive online resource for research and communications in the Earth Sciences, is pleased to announce that Brett Rubinstein has joined the organization as Chief Commercial Officer. As a member of GSW's executive team, Brett will work to prioritize and pursue strategic growth opportunities for the benefit of the GSW community and its stakeholder partners.

"As a collaborative and innovative non-profit, GSW differentiates itself in the scholarly publishing industry by re-investing in their partnerships, programs, and mission objectives for the advancement of science," said Brett Rubinstein. "I am excited to help GSW apply the best of non-profit and commercial methods to develop new, forward-looking products and service models to meet and exceed the expectations of our societies and the international scholarly and professional research communities."

Brett brings over 15 years of experience across sales, marketing, business development and operations for STM publishers. He has spent the last seven years at IOP Publishing as Vice President of EMEA Sales and Business Development, and more recently as the Senior Vice President, Head of Americas, responsible for all of IOP's commercial activities in the region. Prior to joining IOP in 2012, Brett was Vice President, Academic and Library Sales at Springer for seven years.

"As a creative and strategic thinker with a strong focus on fostering collaboration and innovation, Brett will be an indispensable addition to the GSW team," said Alix Vance, CEO of GeoScienceWorld. "His extensive knowledge and experience in sales, marketing and business development will help us successfully navigate market changes and provide leading-edge, scalable solutions and growth opportunities to our industry partners to support their financial sustainability and independence to advance the sciences that are core to their mission."

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About GeoScienceWorld

GeoScienceWorld (GSW) is a nonprofit collaborative and comprehensive resource for research and communications in the Earth Sciences. GSW works with societies, institutions, and researchers around the world and provides a single source of access to 46 preeminent scholarly journals, 2,120+ eBooks, and over 4 million GeoRef records with specialized and map-based search capabilities and links to curated earth science research around the Web. Through its Society Services Program, GSW also serves as a platform for cost-effective hosting for independent society sites, providing a scalable and efficient global presence for societies, authors, and members. Since 2005, GSW has returned \$38 million to membership societies to achieve their scientific missions.

<http://www.geoscienceworld.org>

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