

Tim Horsler

Senior Associate, Education *for* Change

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Specialist areas

- Book evaluation and procurement
- Book distribution and supply including EMIS requirements
- National Textbook Policy
- Book sector studies
- Research and preparation of pre-Project Technical Papers
- Training (publishing, distribution, sales and marketing, authors, textbook evaluators, Textbook Advisory Boards)
- Project management
- Privatisation of publishing and distribution
- Book publishing, marketing, sales (including foreign rights) and management
- Company start-ups
- Market research
- Implementing fiscal, legal, business and reporting systems
- HRD including recruitment and training

Personal details

Nationality: British

Date of birth: 14th October 1945

Education

MA (Hons.) English, St John's College, Cambridge University, UK
1967 (Open Exhibition, 1964)

Other professional development

External courses (Book House, Hemingford Gray etc) for senior managers/directors in Finance, Distribution, Marketing, Strategic Development etc

Languages

Language	Spoken	Written	Read
English	Native	Native	Native
French	Fluent	Fair	Good

Membership of professional societies

Society of Bookmen, UK

Countries of work experience

Central and Eastern Europe, the FSU and Central Asia: Albania, Bulgaria, Croatia, Estonia, Georgia, Hungary, Kazakhstan, Lithuania, Moldova, Mongolia, Pakistan, Poland, Romania, Ukraine, Azerbaijan, Uzbekistan

Africa/Middle East: Angola, Burkina Faso, Burundi, Cameroon, DR Congo, Egypt, Eritrea, Ghana, Jordan, Liberia, Malawi, Kenya, Nigeria, RSA, Sierra Leone, Tanzania, Uganda, Zambia, Zimbabwe

Caribbean and Latin America: Argentina, Brazil, Jamaica, Mexico, Trinidad

SE Asia/Far East: Brunei, Indonesia, China, Japan, Malaysia, Singapore, S. Korea

N America/Europe: Great Britain, Canada, France, USA, Turkey and EU in general

Employment

Jan 2008-

Independent Consultant

May-September 2011 – Research and develop data collection instruments and national monitoring schedules to evaluate the effectiveness of the Free Textbook Provision scheme, including training national consultants (ICREST with MEA for ADB) –

Mongolia

April 2011 – Review of textbook evaluation, procurement and distribution systems for Ministry of Education (EfC for UNICEF) –

Sierra Leone

January-March 2011 – Review, improvement of and training in book evaluation and procurement for Ministry of Education (World Bank) –

Albania

January 2010–continuing – UK market research for RMP Advertising SA – **France**

June 2009 - advice to Ministry of Education on Tender documents for procurement of editorial and printing services and reprint contracts - **Burundi**

October-December 2008 – Review, improvement of and training in book production, procurement and distribution planning and implementation including EMIS requirements for MoE (British Council for EC) – **Eritrea**

July-August 2008 - Structural reorganisation and strategic review of Northern Nigerian Publishing Company, Zaria – **Nigeria**

May 2008 - Training of Evaluators and overview of Tender and Textbook Evaluation procedures for MoE Textbook Advisory Board (UNICEF) – **Azerbaijan**

January-May 2008 – Market research and sales development for Cambridge University Press – **Azerbaijan, Uzbekistan and Mongolia**

April 1999-Dec 2007

Position held and description of duties

Education for Change Limited (EfC), UK

Director, Publishing Development.

Personal projects include:

November 2007 – Review of publisher, author and MoE Textbook Advisory Board skills and provision of related Training Workshops (UNICEF) - **Azerbaijan**

September 2006 – February 2007 WB/DFID-funded book policy project (CUBE) including training Evaluators and MoE Textbook Administration Boards for Kwara, Kano and Kaduna States (British Council/ Cambridge Education for DFID) - **Nigeria**

April 2006 – Delivery of a textbook publishing proposal to the Ministry of Education (Macmillan Education) - **Dem. R. of Congo**

February-March 2006 – Review and over-haul of management and operational procedures including preparation of and training on a handbook on all aspects of warehousing (Macmillan Education) - **Cameroon**

May 2004 – Support to establish a Textbook Advisory Board including preparation of a Guide to the Administration and

	<p>Moderation of Textbook Selection and training notes for Ministry of Education and Science (World Bank) - Albania</p> <p>May 2004 – Structural reorganisation and strategic review (Macmillan Education Ltd) - Malawi</p> <p>August 2003 – Market research and company formation review (Macmillan Education Ltd) - Angola</p> <p>March-May 2003 – Structural reorganisation and strategic review (Macmillan Education Ltd) - Poland</p> <p>September 2002-December 2004– Publishing expert / Lead Consultant on undergraduate legal textbook programme (WB, Ministry of Justice, Faculty of Law, Tirana University) - Albania</p> <p>February-September 2002 – Publisher and bookseller training (DfID) - Bulgaria, Croatia, Estonia, Georgia, Lithuania, Ukraine</p> <p>June 2001 – Evaluation of Readers Supply Project - selection, ordering, supply, storage, usage (DfID, MOE) - Ghana</p> <p>October 2000 – Evaluation and advice on textbook finance and supply systems (WB, MOE) - Moldova</p> <p>July-September 2000 – Research, proposals and training on educational book publishing and distribution issues for Ministry of Education (UNESCO/Danida) – Mongolia</p> <p>July 2000 – Rapporteur-General/Lecturer for 1st Regional Conference on Basic Learning Materials – BLM (UNESCO/Danida) - Uganda</p> <p>May 2000 – Textbook marketing and distribution training for W. African publishers (DSE) - Burkina Faso</p> <p>September 1999 – November 2002 – Research, proposal, design and training of officials, publishers, distributors and booksellers in systems related to bidding, choice, ordering, supply, evaluation and usage of textbooks (WB, MOE) – Romania</p> <p>1999 – Book Distribution Training for publishers and booksellers (Soros Foundation) -Mongolia</p> <p>1999 – Publishing and marketing management training for publishers (DfID) - Baltic States and Bulgaria</p> <p>April-June 1999 – Research and proposals concerning book ordering, supply, storage and usage (DfID, MOE) - Tanzania</p>
April 1996-March 1999	Chambers Harrap Publishers, UK (Groupe de la Cite)
Position held and description of duties	Business Development Director Research and development of an integrated commercial strategy for the publication, marketing and sale of adult dictionaries and reference books worldwide including bilingual and ELT dictionaries
Jan 1994-April 1996	Independent Consultant
Jan 1989-December 1993	Longman France SA, France
Position held and description of duties	Managing Director Establishment of company including staff recruitment and training, setting up internal and external reporting systems, researching and implementing an ELT publishing and business strategy
June 1987-December	Macmillan Publishing Overseas, UK

1988

Position held and description of duties

Marketing Director

Development and implementation of an ELT marketing strategy for the UK and Europe and for all educational titles for Africa, the Middle East, SE Asia and the Far East

March 1982-June 1987

Gower Medical Publishing, UK

Position held and description of duties

Director, then Managing Director

Publishing and marketing post-graduate medical textbooks and specialist journals to publishing markets and pharmaceutical companies worldwide

April 1972-March 1982

Longman Group Ltd, UK

Position held and description of duties

Editor, then Publisher, then Regional Publisher/Publishing Manager for the Africa and Caribbean Division

January 1971-April 1972

UPPD Ltd, Ghana

Position held and description of duties

General Manager

Start-up and management of book distribution warehouse and operations on behalf of Longman Group.

April 1969-January 1971

Longman Nigeria Ltd, Nigeria

Position held and description of duties

General Manager

Management of book distribution warehouse and operations

April 1968-April 1969

Longman Group Ltd, UK

Position held and description of duties

Graduate Trainee

Other Professional Experience

2008 EfC Associate Consultant (www.efc.co.uk)

2001 Official delegate and working party chair, Publishers Association outward missions to **China** and **Poland**

1987 Tendering and bid opening procedures for Ministry of Education, **Ghana** (World Bank)

1980-1982 Chairman, Africa Working Party, Book Development Council, London, **UK**. External Lecturer, Book House, London, **UK**

Referees

John Wood, Education for Change Ltd, j.wood@efc.co.uk

Nick Santcross, Cambridge Education Consultants Ltd, nick.Santcross@camb-ed.com

Christophe Dousset, RMP Advertising, cdousset@rmp.fr

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