

**Miss Roxanne Selby MA (Oxon.), MBA**  
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### **Career profile**

An ambitious and versatile product developer and Prince2 certified project manager with over twelve years' publishing experience in a variety of challenging roles.

### **Key skills and experience**

- Prince 2 certified project manager
- Digital development experience
- Experienced market and product researcher
- Proven commissioning and list-building skills
- Interest in new technologies and migration strategy
- Commercial flair
- Excellent interpersonal and presentation skills
- Seasoned team manager

### **Career history**

#### **April 2013- Director and Consultant, Roxanne Selby Ltd.**

- Founded my own freelance publishing services and consultancy business.
- Specialisms in project management, especially digital project management, and market research.
- Wide range of services offered, including project management, commissioning, list management, publishing strategy, copywriting, copy-editing, and proofreading.

#### **March 2009-April 2013 Senior Commissioning Editor, Oxford University Press**

- Management of criminal law and general practice mixed portfolio for practising lawyers.
- Development lead on Oxford LawReader universal iOS shell app.
- Strategy, brand management, and development of flagship works (*Blackstone's Criminal Practice*).
- Commissioning in excess of stretch targets.
- Leading qualitative and quantitative market research to determine list and strategy.
- Budgeting and financial management, to meet annual sales, growth, and profitability targets.
- Management of Commissioning, Development, and Assistant Commissioning Editors.

#### **September 2005-February 2009 Commissioning Editor, Oxford University Press**

- Management of a portfolio for lawyers practising in a variety of general practice areas.
- Achieved annual commissioning and growth targets, frontlist delivery, and sales targets.
- Acquisition of *Trusts & Trustees* from Gostick Hall Publications; developed and transformed the journal post-acquisition.

#### **March 2005-September 2005 Product Development Editor, Oxford University Press**

- Commissioning new products and new editions in excess of targets.
- Undertaking qualitative and quantitative market research to develop list strategy.

#### **May 2003-March 2005 Publishing Editor, Sweet & Maxwell Group**

- Management of banking, financial services, and insurance law portfolio of books, journals, and looseleaves.
- Researching market trends, customer needs, and competitor activity; writing sector strategies through which to drive new product development.
- Producing title development plans for key brands and developing key titles in line with these plans.

#### **October 2002-May 2003 Assistant Commissioning Editor, Oxford University Press**

- Project management of new books and new editions to manuscript delivery (including *Legal Practice Course Guides*, *A Practical Approach books*, *Clarendon Law Series*, and Police manuals). Developing existing annual vocational law products to better meet market need.
- Researching market size and drivers across the police, Bar Vocational Course, Legal Practice Course, and textbook markets; writing sector reports recommending strategies for new product development.

#### **November 2001-October 2002 Commissioning Assistant, Oxford University Press**

- Providing administrative and list support to the Editor-in-Chief.

#### **July-October 2001 Bookseller, Blackwell's Bookshop, Broad Street, Oxford**

- Efficient customer service; selling and merchandizing fiction and literature titles;

## Training

### Professional certification

- Prince2 (Foundation and Practitioner)

### Professional courses

- Leadership development toolkit
- Managing the individual and team
- Portfolio and project management
- Market research skills
- Negotiating and influencing skills
- Digital development; XML; ePub; eBooks
- Financial acumen
- Author care
- Publishing Agreements
- Presentation skills

## Education

### November 2004-July 2009 University of Melbourne (U-21 Global)

- MBA (by online learning)
- Included ten core modules (Organizational Behaviour (A); Data Analysis for Managers (A); Financial Reporting and Statement Analysis (A); Corporate Finance (B); Managerial Economics (A); Strategic Management (A); Managing International Business (A); Marketing Management (A); Operations Management (A); eBusiness (A)); and eight elective modules (Project Management Methods (A); Performance Measurement & Control Systems (A); Financial Management for Decision Making (A); Global & Regional Economic Development (A); Marketing Strategy (A); Developing New Enterprises (A); Human Resources Management (A); Management Project/Dissertation (A)).

### October 1998-June 2001 Trinity College, Oxford

- MA (Oxon.) Classics & English (Class 2:1)
- October 2000: Richard Hillary Scholarship in Classics & English
- October 1999: Richard Hillary Exhibition in Classics & English
- June 1999: Honour Moderations in Classics & English (Class 1)

### September 1995-July 1997 Shena Simon College, Manchester

A-levels: English Language (A); English Literature (A); Latin (A)

### September 1989-July 1995 Hartshead High School, Ashton-under-Lyne, Lancashire

Nine GCSEs: (4 A\*s, 3 As, and 2 Bs)

## Personal interests

Running (especially 10k; training for half-marathon); gym (cycling, rowing, weights); swimming; walking; eBooks; apps; music; son.