



Media Contact:
Bill Davis, AAA
Executive Director
703-528-1902 ext. 3011
bdavis@aaanet.org

FOR IMMEDIATE RELEASE

August 29, 2007

AAA Appoints New Director of Publishing: Oona Schmid

The American Anthropological Association (AAA) has appointed Ms. Oona Schmid the organization's new Director of Publishing. Schmid, who commences work at AAA on August 27, will assume oversight of a complex \$2 million publishing program comprised of over 30 specialized anthropological journals and AAA's signature electronic portal, *AnthroSource*.

A ten-year veteran of the New York publishing circuit, Schmid brings considerable editorial and entrepreneurial experience to the AAA position, particularly in the areas of content development, strategic positioning, and digital portfolio management. Her experience spans the publications universe – from historical archives to educational materials for libraries and schools, to encyclopedias and other reference works, and to, most recently, scientific journals. Among Schmid's most notable accomplishments was her pivotal role in successfully guiding Springer Science Business & Media into the reference market, and her keen acumen in assembling effective product development teams at Taylor & Francis and Macmillan Library Reference/Gale. Schmid's versatile pedigree – as a practitioner able to navigate the rapidly-changing publishing market *and* a high-performance administrator – will serve the AAA well as it continues its transition to digital publishing.

In welcoming Schmid to AAA's staff, Executive Director Bill Davis commented: "Schmid's appointment comes at a strategically important moment for AAA, as we reshape our contractual relationships with external publishing partners. Her skills as a negotiator, liaison, and project lead as well as her familiarity with both the commercial and nonprofit publishing communities will be a great asset to AAA, and we are delighted to have her join the association in such a key role."

Schmid has earned degrees in history from Goucher College and pursued a PhD in American history at Rutgers University.

---AAA---

2200 Wilson Blvd., Suite 600
Arlington, VA 22201-3357
Tel 703-528-1902
Fax 703-528-3546
www.aaanet.org

Founded in 1902, the American Anthropological Association is the world's largest professional organization of anthropologists and others interested in anthropology, with an average annual membership of more than 10,000. The Arlington, Va.-based association represents all specialties within anthropology — cultural anthropology, biological or physical anthropology, archaeology, linguistics and applied anthropology.