

## Certificate in Publishing Program



### Faculty Biographies

**David Pallai** was an Instructor in the Graduate Publishing Certificate Program of Emerson College since 1997; the Coordinator of Emerson's Graduate Certificate Publishing Program, and has taught undergraduate courses in marketing and advertising. He is presently publisher of the math/computer science division of Jones and Bartlett Publishers after they acquired Infinity Science Press, a publisher of books for engineering, physics, and mathematics-related topics, which he founded in 2006. In 1994, he founded Charles River Media which he sold to Cengage Learning in 2005. He was the Vice President/Publisher of Academic Press Boston, Executive Editor for the Higher Education Mathematics Group of Addison-Wesley Publishing Company, Senior Editor at PWS Publishers where he managed largest and most profitable list in the Wadsworth Corporation, an Acquisitions Editor in the Professional/Reference Division at Allyn & Bacon (Longwood Division), and a sales representative and field editor at Prentice-Hall. He has master's degrees in Literature from Yale University and Boston College.

**Stephanie Torta** is a senior designer at Houghton Mifflin Harcourt Company where she designs an array of promotional sale and marketing pieces including posters, catalogs, brochures, direct mail pieces, advertisements, displays for trade shows and book stores along with logo designs. She has taught undergraduate and graduate students desktop publishing and print production at Emerson College. In addition, she is a freelance designer (Littlefish Designs), photographer and web designer. She has also worked at Jones and Bartlett Publishers and Haworth Press, Inc. creating text book covers, generating web pages, making CD-ROM's, and designing product packaging. As a Marketing Assistant for the Natural History Museum of London, she analyzed budget reports, global trends, researched and documented exhibition data and was a photographer and videographer. She has a master's degree in Global Marketing and International Advertising from the European Institute of International Communication in Maastricht, The Netherlands (Emerson College).

**Janice O'Leary** Janice O'Leary is the editor in chief of Boston Common magazine. She has worked as an editor at Body+Soul and Harvard Medical School's alumni magazine. Janice has worked in book and magazine publishing for more than 15 years as both an editor and a writer. She freelanced for the Boston Globe, its magazine, and Boston Magazine's various publications. She received her masters in journalism from BU's School of Communication and an MFA in creative writing and publishing from Emerson College. Janice has taught writing at COM and CAS as well as at other area schools. This is her second year teaching in the publishing certificate program.

**Evan Kaplan** has represented a broad range of educational, trade, university, scientific and medical publishers as in-house legal counsel for over 15 years. Evan is currently Vice President and Associate General Counsel for Houghton Mifflin Harcourt Publishing Company. In addition, he has represented various technology, software and IP based companies, including a major Massachusetts based software company. Evan holds a BA in Economics from Brandeis University (including one year of study at the University of Bristol, England), and a JD degree from Boston University School of Law. He is the former chair of the Association of American Publishers Copyright Education Committee, as well as a former director and officer of MassBioEd, the Massachusetts Biotechnology Council's Education Foundation. Mr. Kaplan is currently a member of the Boston University School of Law Executive Committee.

**Lissa Warren** is Vice President, Senior Director of Publicity/Acquiring Editor at Perseus Books Group from September 1999-present. Reporting directly to the Publisher, she is responsible for publicizing 75-100 titles per year while handling corporate PR for Da Capo Press and Da Capo Lifelong Books. She was a senior publicist for Houghton Mifflin, Director of Marketing and Publicity for David R. Godine, Publisher. She is the author of *The Savvy Author's Guide to Book Publicity: A Comprehensive Resource—From Building the Buzz to Pitching the Press* (Carroll and Graf, February 2004). At Emerson College she developed a book publicity course for the graduate Writing & Publishing program and taught it, as well as graduate and undergraduate book publishing overview courses.

**Alice Peters** is the publisher and chief financial officer of A K Peters, Ltd., an independent sci/tech publishing company which she co-founded in 1992. A K Peters publishes books and journals in mathematics, computer science, computer game development, and physics, as well as popular science titles. She handles acquisition for books in the area of computer science with a focus on computer graphics and computer games. She was publisher at Jones and Bartlett Publishers and Academic Press/Harcourt Brace Jovanovich, where she developed computer science publishing programs. She co-founded Birkhäuser Boston and was President of Revi-Data Boston, a software company specializing in database management software for the publishing industry. Earlier she was mathematics editor at Springer-Verlag in New York and Heidelberg, Germany, and started Springer's publishing program in computer science. She earned an MBA from Babson College and has advanced degrees in both mathematics and computer science from the University of Chicago.

### **Richard Cravatts, Program Director**

Dr. Richard Cravatts is director of the Boston University Certificate in Publishing Program. For over 26 years Dr. Cravatts was publisher of the Boston Classical Network, a firm which created playbills to help market the region's major performing arts organizations. He also has launched new consumer magazines, and other custom publications. He was the founding editor of *Metrowest Magazine* and *Wellesley Weston Magazine*, associate publisher and editor in chief of *Orlando's Best* and the *Greater Boston Restaurant & Wine Review*, art director of *Myopia Polo*, art director and travel editor for *Palm Beach Illustrated*, and the Boston dining correspondent for East/West Network, Inc., publishers of in-flight magazines for the nation's leading airlines.

As a marketing and publications administrator at Harvard University he led efforts to raise awareness, attract donors, and heighten school visibility for both the Kennedy School of Government, where he was the founding director of publications, and the School of Public Health, where he was director of public relations.

Dr. Cravatts has published some 300 articles, op-ed pieces, and columns on anti-Semitism, Israel, higher education, terrorism, Constitutional law, politics, and social policy that have appeared in newspapers and magazines around the world. These articles have appeared in *The Boston Globe*, *The Jewish Press*, *FrontPage Magazine*, *American Thinker*, *History News Network*, *Human Events* (a division of Regnery Publishing), *Boston Herald*, *National Post of Canada*, *Harvard Crimson*, *Jewish Advocate*, *The Los Angeles Jewish Observer*, *Canada Free Press*, *The Times of Malta*, *Israel National News*, *Israel Insider*, and the *Emory University Wheel*.

Dr. Cravatts has taught courses in magazine publishing, editing, entrepreneurial marketing, consumer behavior, public relations, integrated marketing communications, technical writing, advertising management, e-commerce strategy and web design, advertising account planning, and writing at Boston University, Babson College, Simmons College, Tufts University, Suffolk University, Wentworth Institute, Emerson College, Curry College, and Emmanuel College.