HighWire’s Product Team Welcomes New Leader

STANFORD, CALIFORNIA – 11 July 2012 - - Building on the success of its product road map strategy, Stanford University’s HighWire Press is pleased to announce the appointment of Tara Robenalt as the Director of Product Management.

Brought on to extend the combination of vision and execution with timely and cutting-edge products, Ms. Robenalt comes to HighWire with extensive product management experience at software companies in the San Francisco Bay Area. With a degree in Industrial Engineering from Cal Poly, San Luis Obispo, Tara began her career at Oracle. Most recently, she was the Director of Publishing Solutions at IXL Learning, an online learning company where she led the development of three successful e-learning B2B and B2C products from concept to launch, including an online books platform that serves K-12 and higher education markets. She also managed strategic relationships with textbook publishing partners, including Cengage Learning, McGraw-Hill, and Wiley.

“I’ve known HighWire as a pioneer in online publishing for the scholarly community,” noted Tara. “Now that I’m here, I see how driven they are to provide innovative, yet reliable solutions to complex problems. I couldn’t be happier to join such an impressive team.”

Strategically intersecting publishers’ goals with a forward looking technology roadmap, HighWire develops and delivers a wide range of web products designed to enhance the dissemination of research communication. From the launch of 1000’s of mobile optimized websites and suite of mobile apps, including authentication for library patrons, to publisher-configurable minisites and widgets, to interactive tools that analyze user behavior, HighWire is responsive to its customers’ need for innovative new products.

“HighWire’s product road map is setting the standard in the information industry,” said HighWire’s Managing Director, Tom Rump. “Our publisher partners continue to look to us for guidance on what’s new in the business, to define and solve issues by producing high-quality products for their adoption, and to help them thrive in the increasingly competitive world of scholarly publishing.”

About HighWire
At the forefront of strategic scholarly publishing, HighWire Press provides digital content development and hosting solutions to the scholarly community. A division of the Stanford University Libraries, HighWire has partnered with influential societies, university presses, and other publishers since 1995 to produce the definitive online versions of high-impact, peer-reviewed journals, books, reference works, and other scholarly content. The distinguished HighWire community shares ideas and innovations in publishing through regular meetings, an active discussion forum, and through the hands-on service of its highly qualified staff.

The underlying infrastructure of HighWire's open platform is Web-services-oriented, flexible, and permeable, allowing scholarly publishers to easily layer new software and services to their sites that will meet the ever-changing needs of today's online and mobile readers. highwire.stanford.edu Twitter: @highwirepress

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