

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).

Terri Trespicio is a senior editor at Martha Stewart's Body+Soul magazine. She's also a regular contributor to local and national media and has appeared on The Today Show, The Martha Stewart Show, Fox News, NECN, and Martha Stewart Living Radio on Sirius. A graduate of Boston College, she went on to earn her Master of Fine Arts in creative writing at Emerson College, where she has taught both graduate and undergraduate courses in the writing, literature, and publishing department. Her work has recently appeared in Boston Magazine, Boston Weddings, Lola, Boston Globe magazine, and Best Women's Travel Writing 2008.

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.