

# CAMPUS eBOOKSTORE INC.

## Request for Proposals for Chief Executive Officer Position

### *Available Position*

Campus eBookstore Inc. (“CEI”) is seeking an experienced bookselling and/or publishing industry executive to serve as an independent consultant in the role of CEO, reporting directly to CEI’s board of directors.

Proposals for this one-year renewable engagement are invited for this full-time position, to be compensated on a fixed monthly fee basis, together with reimbursement for reasonable travel and accommodation expenses. CEI is operated from Canada and serves the Canadian and US markets. Although US candidates will be considered, a Canadian candidate is preferred.

The CEO will lead the organization in achieving its mission while also making necessary changes to business operations, to stay at the forefront of the rapidly evolving digital course materials environment within US and Canadian higher education bookstores.

### *About Campus eBookstore*

CEI was created in 2011 by independent university and college bookstores to serve their student and academic communities in Canada and the United States. Formed as a collaboration between Canadian Campus Retail Associates and the similar US entity, Independent College Bookstore Association, it distributes digital course materials at select collegiate bookstores in Canada and the US.

Having grown to serve hundreds of institutions and digitally distributing titles for all of the major academic publishers in Canada and the US, CEI has established itself as an industry force in the distribution of digital course materials. CEI’s digital platform seamlessly distributes eBooks, access codes, public domain content, faculty authored materials and open educational resources to students throughout North America.

### *Campus eBookstore Guiding Principles*

CEI was founded on five important principles which guide its day-to-day business operations and strategic planning initiatives. These principles reflect a genuine interest in student success by helping booksellers and publishers of all sizes succeed at producing, distributing and selling digital course materials.

#### *1. Industry-Owned Platform*

The digital delivery platform will be made available for use and be controlled by retailers. It shall not be controlled by software vendors, publishers, wholesalers, or other book vendors.

## 2. *Small Store Friendly*

The model used for the use and distribution of the platform must be scalable with the ability to enable digital distribution for the broadest range of college stores.

## 3. *Level Playing Field*

The business model rules will support content sales and marketing practices that offer favourable or emphasized terms for university presses and other smaller publishers.

## 4. *Academic Emphasis*

The business model rules and practices used in concert with the platform must reflect the academic nature and timings of the collegiate retail marketplace.

## 5. *Faculty Content*

The platform must support the capacity for inclusion and distribution of faculty-authored content as well as commercially available materials.

The ideal candidate will have:

- a minimum of ten years experience in a retail setting, preferably in a University or College campus store environment,
- extensive knowledge of the publishing industry,
- advanced knowledge of digital delivery platforms, digital distribution and learning platforms in an educational setting,
- experience negotiating and managing service level agreements, ensuring service providers are meeting service expectations and addressing service shortfalls in a timely fashion,
- experience reporting to and working with a board of directors (which can change on an annual basis),
- a successful record of managing significant change and initiatives, from initiating reviews, to altering/re-developing resources, to assessing outcomes,
- experience developing and executing business plans and financial management for the attainment of goals and objectives established by a board of directors,
- a track record of collaborating and building coalitions with diverse individuals, groups and influential industry leaders and proactively networking to advance business interests,
- a reputation as a leader, who is accountable, trustworthy, open and honest, diplomatic and approachable,
- experience developing and executing branding, marketing, communications and selling initiatives,
- an entrepreneurial mindset with outstanding business acumen and long-term perspectives; success in strategic planning, deploying plans and ideas; and responding to situations or problems that require resilience and flexibility and/or innovation and change, and

- the ability to develop opportunities, solve problems and meet challenges, bringing a fresh perspective to their work.

Deadline for submission of proposals is Friday November 29<sup>th</sup>, 2019. Proposals should be directed to:

Ms. Donna Shapiro  
Director of Retail Services  
McMaster University  
[dshapiro@mcmaster.ca](mailto:dshapiro@mcmaster.ca)