Salman A. Nensi

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Experience (by position)

DRPZ, Business Development & Project Director

January 2020 ~ Present
Toronto

In January, 2020 Nensi joined a small group of communications consultants and publishing professionals as Head Project Catalyst with responsibilities for business development as well as sales, marketing and rights management.

- Business consulting for various business entities either based in or operating in Angola from property management to urban gardening and sales branding for fast moving consumer goods.
- Prompting a controversial publishing project focusing on meta-fictional tri-planning that integrates sales, marketing and the IP itself. Favouring a new strategy that combines horizontal, vertical, and circular integration for the enjoyment of the audience from a project that was both ontologically and holistically inspired.
- Recovery and rehabilitation in the public media sphere for individuals, companies and projects.
- Redefining the places and spaces clients work and live leads to productivity gains in all areas, both business and personal.

Nensi.com, Business Development & Project Director

January 2017 ~ December, 2019
London * Toronto * Siem Reap

Nensi's work as an international communications manager has included

- brand development and management across multiple media channels;
- managing suppliers (including printers, software developers & distributors);
- hiring and supervising teams of writers, filmmakers, and web designers, and occasionally, close personal protection.

EBR Holdings Pte, Ltd (Singapore), Business Development & Project Director

January 2013 ~ December 2016
Client: Consultants, firms, experts, and suppliers (world-wide)

- In 2014, Nensi concluded almost two years of strategic, marketing, sales and contract negotiations with more than four dozen people and entities across multiple countries, languages, and cultures.
- Balancing each party's needs, wants, desires, talents, skills, and personalities—Nensi oversaw the creation of a cohesive and integrated network of communications strategists, marketers and managers aligned with a group of writers, designers, web, and other content generators. The new company works in a variety of markets and genres across the communications spectrum—words, visuals, audio, and video—distributed in print, broadcast, and on the web.
- Simplified Systems: across the network there has been a significant drop in non-billable administrative hours per client.
- Coordinated Sales Force: the new network is big enough to warrant its own physical sales force.
- Self-Marketing: sharing talents and ideas across the network has allowed many to improve their own marketing and outbound communications.
- Private Labeling: network participants who keep their own name and branding have no barriers to adding additional services from the network to their own portfolio of offerings.
- Nensi's role as key architect led to the creation of a new type of firm that integrates communications specialists and content-generating creatives allowing better work to be produced faster, more easily, with less stress and budget saving across the whole network.

Beyond Reports, Business Development & Project Director

January 2002 ~ Present
International

Beyond Reports was a full-service network of professional project managers, editors, writers, designers, photographers, printing and publishing professionals, and web experts that understood the importance of clear design, excellent writing, thorough editing and accurate translation. Beyond Reports also provided capacity building and training in the areas of web and print publishing, media and communications.

- Directed hiring, staff management and project management, until successful client sign-off
- Assisted clients in identifying their communication desires, needs, and goals
- Walked clients through their initial decision-making process to ensure they chose the right communications vehicles for their goals
- Educated clients on how various communications vehicles work, the pros and cons of each, and the budgets and timelines of each in order to help them make informed decisions
- Coordinated Beyond Reports' team of talented freelancers to provide clients with the right people to help them achieve their goals, no matter the scale of the project

The Omikron Group Inc., Managing Director, Principal Agent & Publisher

January, 1988 ~ January, 2002
International

The Omikron Group included Omikron Marketing Services, Omikron Interactive, Avalanche of Fun event management, ChinaRights and StoneFox / Bakka Publishing. Omikron provided consulting, marketing, publicity, promotions, and representation for authors, publishers, filmmakers, musicians, and other professionals in the entertainment industry.

- Managed client accounts, from acquisition of new clients through to successful completion of all existing contracts
- Devised and implemented publishing, web marketing, advertising, and media relations strategies for individuals, projects, books, CDs, book series, and publishers' imprints
- Consulted with publishers, government departments, and NGOs on numerous aspects of publishing, marketing, sales, and the impact of new technologies on the publishing industry
- Designed, planned, and executed North American marketing strategies for clients, including liaising with Viacom Canada, the City of Toronto, Kellogg's Canada, Blockbuster, and Famous Players
- Negotiated and advised on rights contracts for over 40 published and unpublished authors internationally, and represented mainland China rights for 30+ publishers
- Coordinated launches, public signings, parties, speaking engagements, and other publicity functions
- Prepared and managed the annual company budget
- Maintained publisher and media contacts through regular trips to Toronto, New York, Chicago, Beijing, Frankfurt, Vancouver, Victoria, Calgary, Edmonton, Seattle, and San Francisco.
- Actively participated in professional organizations BPAC, BPPA, SFWA, and CPRS.
- Organised all charitable donations (money, books, and personnel).

General/Musson Publishing, Marketing Manager

January 1996 ~ January 1997

General/Musson Publishing distributed for Virgin Publishing, STC (Stewart, Tabori & Chang), Grove Press, Hodder, Headline, and 20 other publishers, and was part of the Stoddart group of companies, a Canadian publishing group.

- Oversaw the media relations, marketing and sales material departments for the trade, specialty markets, London Bridge, and library divisions, coordinating trade show appearances and all other promotions
- Implemented co-promotional marketing with distilleries, toy companies, packaged goods companies, music publishers, and motion picture studios, including Disney and Paramount
- Managed national (20+ city) media tours, coordinating accommodations, air travel, media, local media relations experts, and client escorts

- Coordinated the marketing department's involvement at the annual American Booksellers Association's convention (Chicago), the Canadian Booksellers Association's convention (Toronto and Vancouver), and two annual sales conferences (Toronto and Montreal)
- Coordinated U.S. marketing and media relations for five British publishers whom General represented in both Canada and the United States
- Served as a member of the web steering committee.

Raincoast Book Distribution, Media Relations Manager

January 1994 ~ January 1996

Raincoast Book Distribution, the largest publishing and distribution company in western Canada, represented Chronicle Books, Bloomsbury, Pavilion, Lonely Planet, and 50 other publishers.

- Generated media exposure (television, radio, newspaper, periodical) for all titles, authors, and genres in the publishing and distribution divisions, and provided corporate and divisional public relations
- Prepared and managed the annual media relations budget
- Saved thousands of dollars per month and hundreds of human resource-hours per year by streamlining the number of free books mailed annually, from 10,000 units to fewer than 3,000
- Increased review coverage by 45% in the first year, and by an additional 65% in the second year
- Expanded media contact database by 300%
- Managed the media relations department (up to 6 staff)

Distican (Simon & Schuster), Media Relations Manager

January 1993 ~ January 1994

Distican distributed for Simon & Schuster, Macmillan Reference, Charles Scribner's Sons, Free Press, Atheneum, and Pocket Books, and is the Canadian distributor for all Viacom/Paramount Publishing imprints.

- Generated media exposure (television, radio, newspaper, periodical) and other forms of media relations for all titles, authors, and genres in the trade division
- Managed corporate and divisional public relations
- Established and supervised the setup of the trade-media relations department
- Increased the number of media contacts by 50%

Random House of Canada, Media Relations Officer

1992 ~ 1993

In addition to its own Canadian publishing program, Random House is the distributor for 50 imprints from its UK and US divisions, and is one of the largest trade publishing houses in the world.

- Devised and implemented media relations strategies for the publishing and distribution divisions, with special responsibility for the Ballantine Group (Ballantine, Del Rey, Fawcett, House of Collectibles, Ivy, and One World), Arrow, Legend Paperbacks, RH Reference, RH Electronic Publishing, and TSR imprints
- Attracted media coverage by creating dynamic press kits and releases
- Coordinated book launch parties, public signings, presentations, and other public functions
- Managed national media tours (4-12 cities) and personally guided celebrities through intensive public appearance tours
- Negotiated the sale of first and second serial rights to magazines, newspapers, and other organisations

Doubleday Book and Music Clubs, Marketing & Editorial Assistant

1991

(The Doubleday Book Club, The Literary Guild, The Science Fiction Book Club, and four other clubs.) Doubleday is the largest book club company in the world.

- Assessed manuscripts for acquisition and marketability
- Created advertising copy for book selections in monthly mailings
- Wrote Editorial Letters for various monthly mailings
- Supervised the design and lay out of the monthly mailings
- Liaised with the publisher representative regarding possible new acquisitions and continued marketing of titles already acquired
- Created marketing analysis for the President, and Director of Marketing
- Shared responsibility for seeing manuscripts safely from the acquisition stage, through layout, design, and production, to marketing and sales

Chapters, Manager

1984 ~ 1992

Manager (1988), Full-time (summers), Part-time (Classic Bookshops); (Chapters, Coles, Book Company, Classic Bookshops, W.H.Smith, Celebration, Paperchase, and Smithbooks.) Chapters was Canada's largest bookstore chain.

- Implemented new special order and returns procedures thereby increasing efficiency
- Responsible for the screening and training of over 40 employees
- Increased sales by accurately tailoring existing marketing strategies to meet the needs of the local clientele
- Developed cooperative ventures with local high schools
- Evaluations consistently in the top ten percent
- Responsible for employee relations and customer service in addition to marketing, inventory control, budgeting, sales management, and for increasing sales