

## **John Schline**

Penguin Group USA

Senior Vice President of Corporate Business Affairs

Mr. Schline started his career 23 years ago in the Putnam Berkley Publishing Group's mass market contracts and subsidiary rights department, where his responsibilities diversified quickly from negotiating contracts and selling subsidiary rights to editing a handful of books and directing corporate electronic publishing strategy. Mr. Schline was involved in the launch of the company's first website in the early 1990s and was the point person for all of the company's electronic publishing deals and ebook initiatives. Following the merger of Putnam Berkley with Penguin in 1996, creating the world's second largest trade publisher, Mr. Schline has supervised the Penguin online marketing group, which has built a growing ebook and downloadable audio program. Mr. Schline led the initiative four years ago that made Penguin the first of the major US trade publishers to sell books directly from their website.