

Are you an employee of an [SIIA member company](#) and interested in joining this working group? Please contact [Jenny Hansen](#) our SIIA Content Division Program Manager about joining.

Meets: Monthly by Phone - Launching at [IIS](#)

Chairs: Peter Marney, Thomson Reuters; Marc Strohlein, Agile Business Logic; and Darrell Gunter, Gunter Media

Overview:

The Platform Publishing Working Group consists of professionals from SIIA member companies who are involved in creating or supporting Platform Publishing initiatives. The working group meets monthly to Platform Publishing issues and challenges, to network, and create programs and resources for SIIA members and non-members around the subject of Platform Publishing.

What IS Platform Publishing?

Platform Publishing is a model for running a company and building information products to be able to quickly "snap out" one solution (or product) and "snap in" a new one. Think Amazon or Salesforce as the analogy where each of these companies have built a core platform that they run their business off of, enables their partners and customers easily work with them, and to quickly productize and launch new customer facing products and services – *except for media companies, publishers and information service providers.*

Platform Publishing, it is important to note, is not just about technology--it is a culture and way of thinking that permeates a company from the top down that has embraced agility to adapt to quickly changing market dynamics to create a competitive advantage.

Mission:

- Networking and professional development of those participating in the Working Group.
- Identifies key issues and trends related to transforming media and publishing organizations into to a platform publishing business.
- Educate professionals in the information industry about the technology, business and strategic issues related to running a platform publishing business.
- Advocate platform publishing as a means to drive growth and competitiveness for

publishing companies.

Meeting Format:

Meetings are generally one a month. Each meeting is by phone (although if there is an opportunity to have a meet-up at a conference, we do so) with a goal to go through the agenda in about 45 minutes. The meetings agendas are focused on:

- Networking
- Discussing common issues of the SIIA member professionals in the group
- Coordinating upcoming programs the group is working on behalf of the membership

Meeting Calendar:

Feel free to check out the [Content Division Calendar](#) for the most up-to-date schedule of meetings. The [Content Division Calendar](#) lists all of our Working Group meetings, conferences, webinars and other events.

Programs:

Beyond networking and professional development, the Platform Publishing Working Group drives a number of initiatives on behalf of the SIIA membership around the areas of Platform Publishing. For a complete list of activities and archives, please visit the [Platform Publishing program page](#)