



BUSINESS OPERATIONS & STRATEGY

Andrea Johnson – Head of Publishing



Andrea has worked in academia and publishing for over 20 years, taking on the role of Head of Practical Action Publishing in 2019, having previously worked in a multitude of departments, within the Practical Action group, since 2006. Her main role is as a facilitator – enabling a small yet brilliantly professional and highly skilled team to continue to thrive and grow; balancing the budget; finding pragmatic solutions; adapting and strategizing ways to achieve our aim of getting the most relevant knowledge resources to where they are needed most.

Contact andrea.johnson@practicalaction.org.uk to find out more about the rich history of Practical Action Publishing and our operational, financial, and strategic planning.



Professional Publishing Memberships



COMMISSIONING, EDITORIAL & PRODUCTION

Jutta Mackwell – Commissioning Editor



Jutta has worked for many years in academic and not-for-profit publishing. She commissions content for our lists, including for Health Books International.

Contact jutta.mackwell@practicalaction.org.uk to find out more about partner acquisitions, proposals, and contracting; publishing services; managing content quality and peer review; and coordinating the publishing programme.

Chloe Callan-Foster – Editorial & Production Manager



Chloe has extensive experience in academic publishing and manages the book, journal, and publishing services production for our lists.

Contact chloe.callan-foster@practicalaction.org.uk to find out more about publishing services and schedules, copyediting, typesetting, proofreading, design, translation and indexing; ebook and xml production; metadata preparation; pdf file preparation; printing; delivery; and production workflow.

SALES, DISTRIBUTION, MARKETING & COMMUNICATIONS

Rosanna Denning – Marketing Manager



Rosanna has extensive experience in academic publishing and manages all aspects of global marketing for our business, books, journals, knowledge products, and services.

Contact rosanna.denning@practicalaction.org.uk to find out more about our websites and social media content; marketing materials and promotion; event coordination; international sales agents and partners; and reviews, endorsements and awards.

Katarzyna Markowska – Sales Fulfilment & Logistics Manager



Katarzyna is responsible for online sales order processing, dispatch, returns, and stock management for all our catalogue lists, especially Health Books International. She also has a background in professional design and produces creatives for marketing materials and book covers.

Contact katarzyna.markowska@practicalaction.org.uk to find out more about sales orders; distribution logistics and customs regulations; and our print-on-demand programme.