

## Niko Pfund

### Grand Challenge Agenda for Entomology Board of Advisors



Niko Pfund is Global Academic Publisher of Oxford University Press (OUP) and President of Oxford University Press, USA. He began his career at Oxford as an editorial assistant before moving to NYU Press, where he was Editor-in-Chief and Director before returning to OUP in 2000. He received his education at Amherst College.

As an expert on history, law, social sciences, and publishing, he has appeared on C-SPAN as a panelist at the American Historical Association's annual conference in New Orleans, which focused on how the Internet, YouTube, and Twitter have changed the way historians present their material to the public. In another C-SPAN appearance at the International Summit of the Book, hosted by the Library of Congress in Washington, D.C., he talked about the history of the publishing industry and its current ability to respond to market challenges in the age of electronic and digital media, self-publishing, micro-targeting potential markets, and mass marketing.

In addition, he's been an invited speaker at numerous conferences, and he wrote a chapter of a book called *Professions: Conversations on the Future of Literary and Cultural Studies* (2001, University of Illinois Press), a collection of candid conversations on issues facing literary and cultural critics.

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*The Grand Challenge Agenda for Entomology seeks to improve the human condition through insect science. For more information, visit [www.entomologychallenges.org](http://www.entomologychallenges.org).*