

*For Immediate Release*



## Library Associates Companies Adds Staff as Demand Grows for Consulting and Recruiting Services

*Veteran Fomerand oversees sales and marketing, content editor Geltzer builds Web 2.0 presence, Bhattacharjee supercharges business development*

LOS ANGELES, CA — February 28, 2008: Library Associates Companies (LAC) has announced the addition of three key staff to its expanding recruiting and consulting business in the information services marketplace. LAC President Deborah Schwarz has appointed [Raissa Fomerand](#) as Vice President, Sales and Marketing, [Gabe Geltzer](#) to the newly created position of Web Content Editor, and [Sayan Bhattacharjee](#) as Vice President, Business Development.



[Ms. Fomerand](#) is well-known in the library and information services market as the founder and former owner of Librarians' Yellow Pages, a print and online directory of services and products for libraries. She has extensive experience and contacts in public, school and academic libraries as well as in the publishing field. In addition to working with LAC to further promote and sell its services, Ms. Fomerand will share responsibility with Gabe Geltzer on the development of a soon to be launched interactive site that will be the ultimate '2.0' source for information professionals.



[Mr. Geltzer](#) has extensive experience in the areas of writing, editing and producing online websites and blogs. In his previous position as the online editor of The Bond Buyer, a daily financial newspaper, Mr. Geltzer directed a successful website re-launch noted for its friendly user interface, newswire and daily blog. His expertise will be used to improve LAC's website for both staff and visitors, and in developing the first website of its kind in the library marketplace to incorporate social networking, career development, education and job listings with various multimedia services and platforms.



[Mr. Bhattacharjee](#) has over 16 years of strategy, business development, sales and marketing experience spanning the information, data and research industries. Most recently, he oversaw the development and management of the sales and business development process of Netscribes, Inc., a provider of financial and industry research services. In his previous position at Apex CoVantage, Sayan was responsible for strategic sales and alliances within the information and publishing industry. Mr. Bhattacharjee has overall responsibility of business development and revenue generation across all of Library Associates Companies' service lines.



[Deborah Schwarz](#), LAC President and CEO, is delighted with the growth seen in the company's three US offices. "Demand for LAC's services in executive search and recruiting, project management and library consulting continues to grow, prompting us to expand our staff as well as offerings to our clients," she states. "These new additions to LAC guarantee that we will be meeting the needs of the marketplace."

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## About Library Associates

Library Associates Companies (LAC) provides recruiting, consulting and project management within the rapidly-evolving information industry. With over 200 employees, more than 55% of whom are information professionals, we provide a full range of services to a client base that ranges from billion-dollar government agencies to global law firms, from leaders in the technology and automotive industries to public, academic and special libraries.

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