

Introducing Team Carlong

In pursuit of our mission, Carlong's Executive Management Team, comprising Chief Executive Officer (CEO) **Lorna Allen**, General Manager (GM) **Jason Carby** and General Manager **Candice Carby**, directs the company's publishing, marketing and distribution operations from three locations in Kingston and St Andrew, Jamaica. CEO Lorna directly oversees the Finance and Accounting and Publishing Departments from her base at 17 Ruthven Road, Kingston 10. GM Candice, also located at 17 Ruthven Road, has oversight responsibility for the Marketing, Human Resources and Information Technology Departments. GM Jason, who is based at 37 Second Street, Newport West, oversees the Distribution Logistics and Facilities and Operations Departments. Our Internal Audit Unit reports directly to the Board of Directors.

In addition to our own educational and cultural publishing at the early childhood, primary, secondary and post-secondary levels, Carlong provides exclusive *distribution services in Jamaica for Hodder Education* (which, in 2015, acquired the former Pearson Education, Longman, Ginn, and Rigby publications).

As a pioneering indigenous Caribbean publishing company, Carlong has given dynamic leadership to the development of the book industry in the region.

Finance & Accounting



FINANCE & ACCOUNTING
From left: M. Graham, D. Francis, E. McDonald, P. Nevers, A. Dixon

Financial Controller **Esther McDonald** manages this department from offices at 37 Second Street, Newport West where budgets are co-ordinated, financial resources allocated and monitored, and financial reports and statements generated for all departments, shareholders and government.

Carlong's Chairperson Shirley Carby was the founding President of the Book Industry Association of Jamaica (BIAJ) in 1989. This unique umbrella organization serves all sectors of the industry in joint development initiatives, improved standards of service to the public and a joint lobby on issues affecting the industry. Shirley Carby also pioneered, on behalf of the BIAJ, the establishment of the Jamaican Copyright Licensing Agency (JAMCOPY), a collective management agency for reproduction rights in text and image-based works. As Founding Chairperson of JAMCOPY, Mrs Carby assisted in setting up similar agencies in Trinidad, Barbados, the Organization of Eastern Caribbean States and Belize. JAMCOPY also spearheaded the formation of the Jamaican Writers Association (JaWS) and collaborated with them in initiating the *Lignum Vitae Writing Awards*.

Carlong is ever conscious of its role as both a commercial and a cultural enterprise. We discover and train authors and other industry professionals, expand the skills and knowledge base of Caribbean societies and record their heritage for dissemination within and beyond their shores. We work with other partners in the education process to promote literacy and the reading habit across the Caribbean region, and to build identity awareness and cultural confidence in the Caribbean's unique contribution to the global community.

Internal Audit



INTERNAL AUDIT UNIT
From left: P. Lyons, C. Ricketts Moore, S. Moodie

Our Internal Audit team, headed by **Camelle Ricketts Moore**, is based at 37 Second Street. The team evaluates business processes and operations in all departments and recommends improvements to add value.

Mission Statement

Committed to the development of quality **educational and cultural publications** for the advancement of the people of the Caribbean region and for the **dissemination of Caribbean culture and traditions** to the global community.

Marketing

Our dynamic marketing team, headed by Marketing Manager **Vinton Samms**, is in constant touch with the market via personal visits, product launches, seminars and workshops, as well as media advertising to ensure our publications are widely known and adopted. With the acquisition of the IRP publications our Export Development Manager **Bernadene Blake-McCalla** now has a wider product range to generate further growth in the export market.

We invite you to visit our showroom at Building 3, 17 Ruthven Road to see the full range of Carlong publications. You can view them as well on our website at www.carlongpublishers.com where a wealth of information awaits you.



MARKETING
From left: D. Shorter, B. McCalla, O. Edwards, N. Bromfield
Seated: V. Samms

Human Resource Management

Under the leadership of **Sharon Hermitt**, this department provides the critical function of mobilizing staff in all departments to high levels of performance and productivity, through effective recruitment strategies, ongoing performance management, relevant training and development programmes and attractive incentives and rewards.



HUMAN RESOURCE
From left: S. Hermitt, J. Ewart

Publishing

Led by Publishing Manager **Sonia Bennett**, our Publishing Department has been intensifying its multimedia development programme to meet the needs for e-learning materials in Caribbean schools. A variety of approaches is being utilized including partnerships with external platform providers. You can be assured of the same high quality of editorial direction, curriculum focus and contextual relevance that has earned your preference for the Carlong brand.



PUBLISHING
From left: D. Callam, R. Lewis Stone, D. Clayton, A. Small Brown, N. McFarlane, J. Bramwell, A. Williams, F. Edwards, Seated: S. Bennett