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Seth Russo is currently Principal of Edureach International Consulting LLC, a firm he established to support and advise publishers on international sales and marketing strategies. He served from 1997 to 2008 as Vice President of International Sales and Marketing for Scholastic Inc., the world's largest children's book publisher. Prior to that, Seth held the position of Vice President of Export Sales at Simon & Schuster, a leading trade and reference publisher based in New York. He began his international publishing career as Director of Asia Sales at the Bantam Doubleday Dell Publishing Group. Seth served on the faculty of the NYU Summer Publishing Institute from 2006 – 2008 and is a frequent speaker at international book fairs and industry events.