

# **Bob Kasher**

**Sales Director at Iviago**

New York City, NY, US

Managing Director Iviago Inc.

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## **Description**

A pioneer in the field of Digital Publishing, Bob Kasher was the founder of Database Directories – one of Canada’s first digital publishers in 1994. He was an early driving force behind the development of publishing for mobile devices through his development of MPS Mobile and Global Reader and has lectured extensively on the subject at industry forums throughout the world. Currently he is the Managing Director of Iviago a start-up broadcasting major music events via mobile devices globally as well as representing Digi-Express, a digital Rights and Permissions solution for creating a global, automated Rights and Permissions market for Content Producers, Aggregators and Consumers.

He is a member of the IDPF’s (International Digital Publishing Forum)EPUB 3 Working Group., the BISG’s (Book Industry Study Group) Rights and Permissions and Content Structure Committees and has spoken extensively on Digital Publishing, Mobile Distribution, Rights and Permissions Digitalization and other related topics to many industry forums including the Frankfurt Book Fair, BEA, London On-Line, London Book Fair, PubWest, Book Summit Canada, O’Reilly Tools of Change etc.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Information Technology and Services, Entertainment, Publishing

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## **Affiliations**

IDPF, BISG

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## **Education**

**York University**

Masters of Arts History

**York University**

B.A., M.A. History

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## **Accomplishments**

**Author - Ethnic Toronto**

A best selling book looking at the diverse ethnic communities of Canada's largest city and the world's more diverse large urban center.

**Founder - MPS Mobile**

MPS Mobile was the world's first service making books available to any type of mobile device anywhere in the world through a cloud based tracking and delivery system using the reflow capabilities of EPUB.

**Founder - Database Directories**

Database Directories was Canada's first Digital Publishing House producing on-line directories as well as the first original Print on Demand books for Ingram's Lightning Source division. It produces both Digital and POD products aimed at providing up to date marketing and contact information covering Schools, Libraries and Municipalities in Canada.

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