



Campus eBookstore Inc. (CEI) appoints first CEO

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Brent Beatty selected as first CEO of Campus eBookstore Inc. (CEI)

CEI today announced that its Board of Directors has appointed Brent Beatty to be the first CEO in the history of the company. Beatty previously held a volunteer board position with CEI and has been instrumental in the development and growth of the company. CEI has experienced significant growth through the leadership of its all-volunteer board, which decided last year that it was time to hire its first CEO to manage and lead the company going forward.

As an original board member and previous President of the CEI board, Beatty has the experience and company history to lead CEI through the expected growth period and continue its role as the preferred digital distribution platform for independent campus stores. With over 20 years' experience in the independent campus bookstore marketplace, Beatty brings the knowledge and skills to be the first CEO of Campus eBookstore.

Speaking on behalf of the board, Donna Shapiro, Director McMaster University Bookstore, said

“The CEI platform was developed to position Campus Bookstores for success in a digital environment. Brent’s knowledge, experience and commitment to CEI will ensure the platform continues meet the evolving digital needs of Bookstores and their publishing partners into the future”

Founded in 2011, Campus eBookstore Inc. (CEI) is a digital content delivery platform utilized by over 65 campus retailers across North America. CEI is owned by the independent campus retailers of Canadian Campus Retail Associates and the Independent College Bookstore Association. Led by a volunteer board made up of Campus Store Directors and Managers, CEI has positioned itself as the leader in digital distribution of course materials in the Independent College retailer marketplace. 2019 was the most successful year to date for CEI, with double digit growth and total sales surpassing the \$26 million mark.

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