""""current comments"

Introducing Richard M. Harris, ISI's Vice President for Marketing

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In less than two years, Richard Harris has become a key member of ISI® management. Tall and trim at 35, his comparative youth belies the responsible posts he has held in large companies before bringing to ISI the valuable experience he acquired.

Harris graduated from Lehigh University in 1958 with a degree in metallurgical engineering. Graduate work at Cornell's School of Business was interrupted by service in the U.S. Army where he dealt with problems of allied officers sent to the Army Ordnance School for training. After the Army, he completed graduate studies in business administration at NYU and began his career in industry: first with Continental Copper and Steel Industries as a marketing consultant; then with Nuclear Materials and Equipment Corporation, responsible for advertising, sales promotion and new product planning; and in 1964 with American Standard as manager for consumer product ventures.

In 1966, he joined the Xerox Corporation to manage product planning and development programs, but in less than a year the Itek Corporation hired him in the demanding post of Manager of Market Planning. Itek had the personnel to provide a superb technological response to new market requirements in information systems engineering; the problem was to find potential custo-

mers, pin down what they needed, and then to coordinate efforts of people all over the corporation in designing and developing products to satisfy those needs. Harris is understandably proud of what his Market Planning Department accomplished. Ten of those new Itek products are already on the market with current sales projections in eight figures. One of the products, a positive print maker, is used in the production of Current Contents[®], at a considerable savings in cost. After three productive years with Itek, Harris assumed his present post at ISI in 1970.

Harris feels that the "information explosion" presents a tremendous challenge to the marketing executive. He points out that an explosion is not the most desirable method of distributing



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anything. Converting that explosion to an implosion and channelling the right information to the right people at the right time is the challenge to ISI and to ISI marketing. Although ISI's services are known and used throughout the world, we have only begun to penetrate our potential market. This is Harris' job. Meanwhile, we have new products in the works. Harris is already developing marketing programs for our new Social Sciences Citation Index, new fields in

Current Contents, and for expanded research and library services.

"Potential" is a word Dick Harris uses often-his aim and his pleasure in business and in life are a realization of potential, of the people who work with him, his wife and two sons and two daughters, himself on the tennis court, and of his family as crew in the boats he sails. And, of course, of the potential of ISI and the fledgling information industry.

References

- Garfield, E. A.E. Cawkell, information detective--and ISI's man in the U.K. Current Contents No. 40, October 6, 1971, p. 5-6.
- 3. Introducing Morton V. Malin, Ph.D., ISI's Vice President for Corporate Planning and International Relations. Current Contents No. 17, April 26, 1972, p. 5-6.