

PRESS RELEASE

Udit Tomar Joins Knowledge Unlatched as Representative for India

The appointment of Udit Tomar reflects KU's ongoing efforts to expand its Open Access initiatives into the Asian market

Berlin, April 22, 2021 – Knowledge Unlatched (KU), the international initiative for Open Access (OA), is pleased to welcome Udit Tomar as the newest member of its growing Sales team. In his new role as KU's Representative for India, Tomar will be responsible to carry KU's message on the relevance of OA and its evolving facets to academic libraries throughout the Indian subcontinent.

A native of Delhi, India's capital, Tomar has a bachelor's degree in Zoology, Botany and Chemistry. He spent his early sales career in the health industry, representing Glaxo-SmithKline, Sanofi Aventis, and Astra Zeneca, among other known brands. He later entered publishing as a representative of McGraw Hill Education, where his role was to promote the publisher's books to the faculty and librarians at Indian medical colleges.

"I have been following the development of OA in the western world for some time now," says Tomar. "And I have long admired KU's innovative approaches. India can benefit a great deal from KU's OA products and services, and I am honoured to be entrusted with the task of spreading KU's message in this part of the world."

"Our OA efforts in North America and western Europe have borne many fruits," said Wilson de Souza, KU's Regional Manager. "We are excited to expand beyond those markets and Tomar will play a vital role in helping us gain presence in India."

Tomar may be reached at udit@knowledgeunlatched.org.

About Knowledge Unlatched

Knowledge Unlatched offers free access to scholarly content for every reader across the world. Its crowdfunding OA models provide libraries worldwide with a central place to support OA content publishing from leading publishers in a wide range of Humanities and Social Sciences (HSS) and Science, Technology, Engineering, and Mathematics (STEM) disciplines.