

Meredith Baker



Meredith Baker is the founder and director of [Big River Consulting LLC](#), based in Portland, Oregon, a consulting company wholly devoted to helping publishers optimize all aspects of their business with Amazon. Meredith's career began 35 years ago in New York City working in the marketing department for Crown Publishers. Since then, she has held the positions of Marketing Manager at Ingram International and Ingram Library Services and helped launch Ingram Internet Support Services as their Director of Market Development. She began working with Amazon 25 years ago while at Macmillan Technical, and later transferred her knowledge to the digital music industry working with a start-up and growing their business at Amazon, Apple and Nike. She has helped children's book publishers build content strategy to increase sales through school and library markets via Amazon as well as the reverse – enhance publishers with strong school/library sales increase trade sales.