

Andrew Smith is the Global Product & Marketing Director at Charlesworth, an Enago company, where he leads the company's global marketing agency. With over 15 years of experience in scholarly publishing, Andrew supports academic publishers through localised marketing strategies, with a particular focus on the Asia-Pacific region. A frequent visitor to China, he has built deep relationships within the Chinese publishing community and works closely with Chinese publishers to support the internationalisation of their journals. Andrew led the product team behind Charlesworth Gateway, a communications platform that enables publishers to send notifications through global messaging apps such as WeChat. The platform won the ALPSP Award for Innovation in Publishing. Andrew is a regular speaker on localisation, marketing, and China-related topics, and a frequent panellist at major industry events across the UK, USA, and China.

