



The participation of the Alliance of Independent Authors at the Digital Book World 2018 conference is being led by the on-site presence of two key personnel.

Orna Ross, ALLi founder and director



Orna is a proud self-publishing author who, in what she calls “the best move of my writing life,” took her rights back from her publishers in 2011, just as digital publishing was changing everything.

She founded the Alliance of Independent Authors at London Book Fair in 2012.

Her experience as an author-publisher working with thousands of other indie authors has made a passionate advocate for self-publishing as artistic expression, as a viable business option for authors, and as a necessary skill for every other business in today’s digital, networked economy, and as a democratizing force in publishing.

Known for her belief that “every business is now also in the publishing business”, Ross has repeatedly been named “[one of the 100 most influential people in publishing](#)” by The Bookseller, the trade magazine of UK publishing.

Orna Ross publishes cross-generational, trans-Atlantic historical fiction, stories in which buried secrets from the past erupt into the present. She also writes and publishes inspirational poetry and guidebooks for self-publishing authors and creative entrepreneurs.

Born in Waterford City, in the south-east of Ireland, and raised in Wexford, she lived in Dublin for thirty years before moving, in 2009, with her husband and grown-up family to live and work in London.

Ross freelanced for two decades in Irish education, publishing, and media (organizations like The Irish Times, Irish Independent, Smurfit Publications and University College Dublin), and also ran her own writing school and literary agency in Dublin.

Find Orna on social media:

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Alexa Bigwarfe, ALLi conference manager



Alexa manages and produces ALLi's bi-annual online [self-publishing conferences](#) and coordinates ALLi's participation in conferences such as Digital Book World and the London Book Fair.

Alexa is a speaker, published author, author coach, publisher, and champion of women. She has written and/or edited and published eight books, including *Sunshine After the Storm: A Survival Guide for the Grieving Mother* and *Ditch the Fear and Just Write It!* She uses that hard-earned publishing knowledge to support other writers and entrepreneurs at writepublishsell.co. She also owns the small hybrid-publishing company Kat Biggie Press (katbiggiepress.com). Through Kat Biggie Press, she offers writing services and Author Support and empower women to change the world through their words. As a small independent publisher, Alexa helps new writers—particularly women writing about inspiration, transformation, self-help, motherhood, women's issues, parenting, family life, and grief, death and bereavement—to prepare and publish their writing. As host of the Women in Publishing Summit, Alexa brings resources to women who want to write, publish, and sell their books.

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