

FOR IMMEDIATE RELEASE

Cristina Cushing Joins Sourcebooks as Director of Sales Strategy

Strategic hire underscores investment in innovative retail partnerships, long-term author success

Naperville, IL (July 28, 2025) — Sourcebooks has named **Cristina Cushing** as **Director of Sales Strategy**, a new leadership role designed to accelerate growth and create opportunities for both authors and retail partners. Her appointment strengthens the entrepreneurial publisher’s commitment to leading in a rapidly changing market where retailers seek agile, data-informed publishing partners. The move comes amid a period of remarkable growth at Sourcebooks, with over 100 new positions added across the company in just the past two years.

“Cristina is deeply engaged in understanding where readers and retailers are headed next,” said **Paula Amendolara, Senior Vice President of Sales**. “She’s perfectly positioned to create innovative strategies that will deepen our retail partnerships and unlock exciting new opportunities for our authors.”

With over 20 years of experience developing market-savvy sales strategies, Cushing is known for thinking ahead of the curve and building agile approaches across retail channels. She’s helped publishing teams scale books across channels, anticipate shifts in the market, and build momentum for authors over the long term.

At Sourcebooks, she’ll lead overall sales strategy while overseeing the mass and special market channels. She’ll partner with publishing, marketing, and retail teams to build new pathways that get books to more readers, creating growth opportunities for authors, retailers, and readers alike.

“Cristina brings the kind of entrepreneurial energy and innovative thinking that powers everything we do,” said **Dominique Raccah, Publisher and CEO of Sourcebooks**. “She’s a bold, mission-driven leader, and we’re thrilled to have her join us as we expand what’s possible for our authors, retail partners, and readers.”

Most recently Associate Director of Sales at Macmillan, Cushing oversaw adult trade business at Barnes & Noble, Books-A-Million, and Barnes & Noble College, and previously led sales in mass merchandise and special markets. “What inspires me most about Sourcebooks is the way this team puts authors and readers at the center. They’re not afraid to challenge convention,” said **Cushing**. “There’s real energy here. I’m excited to help shape what’s next.”

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About Sourcebooks

At Sourcebooks, “books change lives” is more than just our mission. It’s the reason we do what we do every day. Just ask the 500 million+ readers we’ve reached so far. We put authors at the heart of everything, blending creativity with deep insights and data to break new ground and launch countless bestsellers and bestselling authors. Our innovative approach has earned us recognition as Newsweek’s #2 Most Loved Workplace, a Best Workplace by Inc., and a two-time innovation leader by Fast Company. Publishers Weekly named us “by far the most successful self-made publisher operating in the 21st century,” and in 2025 we received the Book Industry Study Group’s highest honor for “redefining what it means to be a book publisher in the 21st century.” Want to discover what’s next? Find us at sourcebooks.com.

Contact:

Audrey Barsella
Senior Communications Marketing Manager
audrey.barsella@sourcebooks.com