

# PRESS RELEASE

## Jess Johns Joins Sourcebooks as Leading Independent Publisher Expands Data Team

(Chicago – November 28, 2022) - Jess Johns joins Sourcebooks in the newly created role of director of analytics, effective today. Johns was previously the manager of consumer insights at Ingram and one of the cofounders of the analytics start-up OptiQly, which was acquired by Ingram Content Group in 2017. In her most recent role, she led consumer audience research, directed segmentation and activation strategies, and developed marketing services and technology for the book industry.

“We are thrilled to announce the hiring of Jess Johns,” said Christy Droege, senior director of data & analytics. “Jess brings a depth of industry knowledge and insight to our team, and I know she and our data team will do incredible work together.”

In another new role for the company, Drew French will also be joining the team on December 6 as a senior data scientist. French was most recently a data scientist II on Readerlink’s advanced analytics team.

Johns and French will expand and build upon the data team’s success by growing the data infrastructure needed to scale alongside Sourcebooks’ continued strong growth, expanding the use of Microsoft’s Power BI and other analytical tools, adding more forecasting and modeling tools, and reviewing data for further optimization.

“Data is at the center of our business. I’m so excited to welcome Jess, a recognized leader in the field in a new role as director of analytics, and Drew, in a new senior data scientist role, to further grow this important team.” said Dominique Raccah, publisher & CEO. “An even stronger data team will only help us continue to grow the business of our authors and of our retail partners.”

The Sourcebooks data team was founded in 2016 and has stood up sales and analytical tools for the entire organization, led special strategic projects including evaluating inventory, and grown metadata and data optimization by bringing experts in point-of-sales, financials, and data together into one group.

**Sourcebooks** is a thriving entrepreneurial company that brings extraordinary authors to readers in the most dynamic, data-driven ways. We create books that transcend categories and defy odds, and we have been honored with hundreds of national bestsellers and awards. We are a company of enthusiastic booklovers passionate about connecting books to readers in new and innovative ways. Story by story, book by book, we have touched more than 100 million lives. Join us as we change 100 million more. Visit [sourcebooks.com](http://sourcebooks.com) for more information.

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