

**FOR IMMEDIATE RELEASE**

Heather Moore Promoted to Executive Director of Marketing, Sourcebooks Kids

**Naperville, IL – October 31, 2024** – Sourcebooks is proud to announce the promotion of Heather Moore to Executive Director of Marketing for Sourcebooks Kids. A 22-year Sourcebooks veteran and graduate of the Denver Publishing Institute, Moore has been instrumental in the publisher's growth over the past two decades, and leading the charge in the success of its children's business.

As of Week 42, 2024, Sourcebooks Kids (which includes both fiction and nonfiction) holds 2.8% market share across juvenile fiction and nonfiction, and Sourcebooks Fire (the publisher's signature young adult imprint), holds a 7.17% market share in teen fiction and nonfiction. Sourcebooks Kids has increased its market share by 103.6% in the past five years, and Sourcebooks Fire has increased its market share by 142.2% in the same timeframe. Moore has overseen the successful evolution of both categories at Sourcebooks, crafting tailored, data-driven marketing strategies based on each title's unique needs.

When Sourcebooks acquired Callisto Publishing in 2023, Moore spearheaded the development of a marketing program for Callisto books and authors, focusing on building backlist and creating impactful strategies for driving POS. In that time, Sourcebooks has grown Callisto POS to +23.8% YTD.

In her new role, Moore will lead Sourcebooks' new international marketing strategy while continuing to drive success for the children's business. Sourcebooks is currently experiencing a +50.6% increase overall POS YTD, over its record-breaking performance last year. Moore's promotion comes at a pivotal time for the entrepreneurial publisher, as they expand into new markets and make big investments in author impact.

"This is all about making a difference for our authors, their books, and young readers," says **Dominique Racciah**, Publisher and CEO of Sourcebooks. "Heather embraces our books change lives mission with both heart and strategy. She's helped us build investments in marketing that have allowed us to create incredible impact for our authors. Heather's leadership is integral as we continue to grow, and I can't wait to see the difference this is going to make for young readers everywhere."

Moore's passion for creating meaningful connections between authors and readers is evident in the success of authors like **Marianne Richmond**, whose books have touched the lives of more than 9 million readers, and most recent picture book, *The World Is Awaiting You*, is a Target Book of the Year. As well as **Raj Haldar**, whose children's books have sold over half a million units under Heather's leadership and have reached young readers all over the U.S. through strategically planned [national media](#), [banned author collaborations](#), indie bookstore tours and school visits.

She is also known for her tireless advocacy for authors like **Lindsay Currie**, whose *The Mystery of Locked Rooms* hit the *New York Times* Middle Grade Hardcover & *USA Today* bestseller lists under Moore's strategic leadership this year. This milestone opened new doors for Currie, creating lasting opportunities in her career as a middle grade author.

"I am so grateful for this opportunity to help our amazing kids and YA authors reach new heights and build on the incredible success we've created at Sourcebooks," says Moore. "For me, it's always been about connecting young readers with meaningful stories, and doing that work at Sourcebooks, my creative home for over 20 years. I wouldn't want to be anywhere else."

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**About Sourcebooks**

As *Newsweek's* #2 Most Loved Workplace in 2024 and a recognized leader in innovation by *Fast Company* (2024 Most Innovative Companies, 2023 Best Workplaces for Innovators), we use a mission-driven, data-centered approach to drive success for our authors and their books. We're a thriving entrepreneurial company that creates books that transcend categories and defy odds, and we've been honored with hundreds of national bestsellers and awards. We are passionate book lovers dedicated to connecting books to readers in innovative ways. Story by story, book by book, we have changed more than 300 million lives. Join us as we change 300 million more.

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