

FOR IMMEDIATE RELEASE:

Michael Zuccato Promoted to SVP - Chief Digital Officer

After more than a decade with Sourcebooks, Zuccato will continue to drive new levels of innovation.

NAPERVILLE, IL – FEBRUARY 26th, 2024: Sourcebooks has promoted Michael Zuccato to Senior Vice President - Chief Digital Officer, a role in which he will continue to drive his team toward new innovations in performance marketing, ebooks, ecommerce, and more. This promotion comes at an exciting time for the entrepreneurial publisher, as it continues to leverage data to build reader- and author-driven models.

PRIORITIZING MISSION

Mike's expertise has helped Sourcebooks expand its digital marketing capabilities, growing authors' platforms and helping more books reach more readers. Under his leadership the digital team has evolved into a robust engine of talented marketers, in line with Sourcebooks' goal to support, train, and grow employees. Michael's leadership style is rooted in Growth Mindset. He inspires his team to prioritize the needs of authors, readers, and bookselling and library partners, ensuring that these partners can keep changing lives through books every day.

On Mike's commitment to mission, **Katia Herrera, Director of Ecommerce and Performance Marketing (Sourcebooks)**, says that "he is an energetic and visionary leader. While most companies say they know their customers, Mike has made it a driving passion. His commitment to creating a world of readers has spearheaded the growth of some of our key brands (Put Me In The Story, Simple Truths, and 123 Magic) over the years, and elevated our digital presence."

A DATA-DRIVEN MINDSET

He is adept at finding opportunities and embracing change, consistently being open to new possibilities in the rapidly changing book marketplace.

"Mike's innovation strategically enhances our online presence – he has built out several key initiatives that have led to actionable, results-oriented successes," says **Kavita Wright, Executive Director of Online Marketing (Sourcebooks)**.

When Sourcebooks acquired Callisto Publishing in 2023, Mike helped ensure a smooth transition for his whole team. "His hands-on approach was not just about ensuring a seamless integration into Sourcebooks; it was about fostering a culture of collaboration and respect. Mike's dedication to creating an environment where both teams could openly share insights has been nothing short of transformative," says **Brian Watkins, VP of Online Marketing and Revenue (Callisto)**.

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KEY FOCUS AREAS

- Expanding opportunities for authors through digital marketing channels.
- Growing innovation with Sourcebooks' Amazon and retail marketing teams.
- Ensuring Sourcebooks' digital and indie marketing strategies are best-in-class.
- Building relationships across departments to maximize creativity and collaboration.
- Leveraging data to find new audiences.

IN MIKE'S WORDS

"I'm incredibly honored and excited to have the opportunity to lead our digital efforts at Sourcebooks. It's such an exciting time in publishing with the advancements and innovation opportunities coming rapidly. We have built a great team that truly believes in the power of Books Change Lives, and we're excited to lean into these advancements to help create more opportunity for our authors, partners and readers."

Mike Zuccato

SVP - Chief Digital Officer, Sourcebooks

FROM OUR CEO

"Mike has been a fantastic partner to me and has helped build a best-in-class online team here at Sourcebooks: the innovation and Growth Mindset they apply to their day-to-day work is incredible to see. Mike's dedication to data, willingness to explore new models, and ability to say "yes, and!" in any situation is truly inspiring. I'm thrilled to announce this well-deserved promotion and incredibly excited about all that we're going to continue to build together."

Dominique Raccah

Publisher and CEO, Sourcebooks

Sourcebooks is a thriving entrepreneurial company that brings extraordinary authors to readers in 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 changed more than 100 million lives. Join us as we change 100 million more.

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