

FOR IMMEDIATE RELEASE

Mike Zuccato Promoted to Senior Vice President of Ecommerce and Online Marketing



(NAPERVILLE – April 26, 2023) – Mike Zuccato has been promoted to Senior Vice President of Ecommerce and Online Marketing at Sourcebooks, where he recently served as Vice President of Ecommerce and Online Marketing. With this promotion, he joins Sourcebooks' Executive Committee.

Mike has been part of the Sourcebooks team for almost ten years. In that time, he has used his expertise in ecommerce, data, and marketing to propel Sourcebooks to being an industry leader in this space. Under his leadership, Sourcebooks has found new ways to help authors sell more books on Amazon, experimented and learned about all the many ways digital marketing can be

leveraged, helped readers discover new books and built new approaches online that help both the company's authors and brick-and-mortar retail partners.

"I am thrilled to be announcing Mike's promotion to Senior Vice President. We've all learned a lot from him, and in this time of great change for the industry, Mike's leadership truly helps drive our mission and growth. I can't wait to see all else we create together!" says **Dominique Raccah, Publisher and CEO of Sourcebooks**.

Mike Zuccato adds, "I'm so excited about the future of Sourcebooks and the opportunities that we're all creating! This is such a great next step in my career, and I'm incredibly grateful to everyone at Sourcebooks for the work we get to do together to change lives through the power of books."

Barbara Briel, President of Sourcebooks, says "Mike has been a great contributor to Sourcebooks' success – past, present, and future. Our growing ecommerce business will continue to evolve in exciting ways with Mike and his team at the helm."

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. Visit sourcebooks.com for more information.

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