

PRESS RELEASE

Paula Amendolara Joins Sourcebooks as Senior Vice President of Sales

(Chicago – April 20, 2022) – Sourcebooks welcomes Paula Amendolara as senior vice president of sales. She most recently was vice president and director of sales, national accounts at Simon & Schuster, where she led a sales team that served all national and key retail accounts for the publisher’s adult and audio sales divisions.

“I am thrilled to be joining Dominique Raccah and the talented team of publishing professionals at Sourcebooks,” Amendolara said. “I have long admired Sourcebooks for their innovative strategies that strengthen their mission to reach the widest possible readership through books that enlighten and inspire. I look forward to leading the sales team to continued growth and success.”

In her role as senior vice president of sales, Amendolara will be responsible for driving strong sales growth through mission-driven leadership and developing strong relationships with all retail accounts. She will also lead sales in corporate acquisitions and strategic program initiatives.

“We are thrilled to welcome a proven sales leader who believes in our mission that books change lives to the Sourcebooks family,” said Dominique Raccah, Sourcebooks publisher and CEO. “Paula’s success in branding, managing, and positioning product lines; driving sales growth through targeted and strategic partner planning; maximizing operational efficiency; and motivating her team to peak performance levels align with our plans to bring more opportunities for growth to our retail partners.”

Amendolara will be a member of the executive leadership team and will be based in the publisher’s New York City office.

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 for more information.

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