

PRESS RELEASE

Sourcebooks Announces Several Promotions to Expanding Sales Team

(CHICAGO – May 11, 2022) - Sourcebooks announces the following promotions to its quickly expanding sales team, which posted a year of record growth in 2021 with a 33 percent increase in net revenue and 28 percent growth in point-of-purchase sales.

Shawn Abraham has been named vice president, international sales. Abraham, who joined Sourcebooks in September 2019, has grown the publisher's international business by 96 percent over the past two years. He also oversees the rights business, which has grown 133 percent under his leadership.

"Shawn and his team show no signs of slowing down," said Paula Amendolara, senior vice president of sales. "Our first-quarter sales this year are tracking up an impressive 88 percent over last year. His detailed knowledge of the international marketplace and strategic vision for Sourcebooks within the channel has resulted in continued sales growth despite unprecedented market disruptions."

Brian Grogan has been promoted to vice president, mass market sales. He joined Sourcebooks in July 2021 as senior director of mass market sales after retiring from his position as senior vice president, sales at HarperCollins in 2020.

"An industry expert in this channel, Brian came to Sourcebooks with a deep knowledge of the market and strong relationships with the mass market accounts, which has resulted in increased distribution for our titles and sales growth of 132 percent in 2021," Amendolara said. "In his new role, Brian will add the responsibility of managing our specialty market and gift accounts and will also oversee new business development."

Sourcebooks also announced the promotion of **Margaret Coffee** to the position of senior director of sales for indies and libraries. Since starting with Sourcebooks in 2015, Margaret has demonstrated best-in-class account management with our indie bookstore and library customers.

"In 2021, Margaret's hard work, dedication, and commitment to these important channels has resulted in our sales to indies being up over 2020," said Sean Murray, vice president of sales, national and independent retail accounts. "Margaret also managed sales in our school and library accounts to a 31 percent increase over the previous year. She's a fierce advocate for our books and her accounts, and we can't wait to see what more Margaret will accomplish in this new role."

Tim Golden has also been promoted to director, special markets and new business development. "After joining Sourcebooks from Baker & Taylor in October 2019, Golden has more than doubled the business in this market, successfully growing some of the largest accounts while also opening many new customers," Grogan said in announcing the promotion. "In his new role, Tim will continue to grow our new business area and manage and strategize further development and growth in our B2B business."

MEDIA CONTACT: Liz Kelsch | Director of Marketing – Sourcebooks | liz.kelsch@sourcebooks.com