



Skip Dye

Senior Vice President
Library Marketing and Digital Strategy
Penguin Random House

April 22, 2021

Major news about the restructuring of our Library Sales and Marketing groups.

It is almost unnecessary to say that the library marketplace is and always will be a vital and essential area of growth and expansion for Penguin Random House. We are unwavering in our commitment to support and advocate for public and school libraries as indispensable and necessary hallmarks of our culture, and as touch points for the communities they serve. Librarians are influencers, whose enthusiastic support of our authors and their books across physical, digital, and audio formats have been bolstered by our respective Penguin Random House adult library marketing team and digital sales team. Both of these groups are highly respected by librarians and by our digital library wholesalers. Each brings non-stop innovation and energy to our extensive outreach efforts to libraries nationwide.

To amplify and maximize the groups' complementary strengths, and to support the forward momentum of the ever-changing library marketplace, we are uniting the Library Sales Group and Adult Library Marketing groups together under a single leader, directing the newly unified and renamed Penguin Random House Library Marketing and Digital Library Sales Group. It is the next step in our evolution to increase our services on behalf of our constituents. By centralizing these marketing and sales efforts under one umbrella, Penguin Random House will have more opportunities to introduce, sell, and market our books to libraries.

To lead this unified team, I am very pleased to announce **JENNIFER CHILDS**, previously Vice President, Director, Library Marketing, is promoted to Vice President, Director, Library Marketing and Digital Library Sales Group, Penguin Random House, effectively May 3, continuing to report directly to me.

Jen, who joined the Random House Marketing team in 2001, is renowned for her creativity with marketing ideas to connect librarians with our books and authors. While dealing with the closures of libraries during the height of the Covid-19 crisis, Jen and her team pivoted to create connections through technology. The formation of monthly video Book Buzzes and Author Events, and the most recent Penguin Random House Spring Book and Author Festival, are just a few examples of how under her guidance Penguin Random House stays in the forefront in the library marketplace. In her new capacity, Jen will direct and implement cross-sales and -marketing promotions and initiatives for our frontlists and backlists across our in-house and client imprints.

Reporting to Jen is **BRIAN NIELSEN**, newly promoted to Senior Sales Manager. Brian's encouragement is boundless in his support for his colleagues, and for our books and authors. His contribution to our group as mentor and motivator are inspired by his fostering strong and lasting impressions with numerous influential librarians and creating robust relationships with his accounts. Brian will continue his role work with Baker & Taylor's Axis360, ESBCO, Bibliotheca, and other digital wholesalers.

Newly reporting to Brian is **DANA REEDER**, Sales Manager. Dana will now be selling our PRH and PRHPS kids' titles to Bibliotheca, work on special digital initiatives, and handle physical audio sales to Midwest Tapes and Blackstone.

HUGO BRESSON, newly promoted to Senior Sales Manager, will report to Jen Childs. He will now handle selling PRH core divisions to OverDrive, Hoopla, as well as other key digital accounts, and take on new digital sales-related projects. Since joining the company in 2012, his contributions go beyond his work with Library Sales, as a vital voice on many Corporate and Sales-wide programs and initiatives. He is valued by all as a colleague, a teacher and a friend.

Newly reporting to Hugo is **KATIE KIPE**, Sales Manager. Katie will now handle PRHPS Client titles for OverDrive and other key digital aggregators. Also, reporting to Hugo is **AMANDA FENSCH**, Sales Manager. Amanda continues working with Findaway, Mackin, Curriculet, LightSail, and selling PRH kids' titles to OverDrive and Hoopla.

With Jen's new responsibilities, **ERICA MELNICHOK** is appointed Knopf Doubleday Group Senior Library Marketing Manager, reporting to Elizabeth Fabian, Director, Library Marketing. Erica's work on library author events, which she will continue, will make this an easy transition, as she already has been collaborating with marketing and publicity teams at KDD. **MAUREEN MEEKINS**, previously reporting to Erica, will now report to Elizabeth, and continues her role in marketing Penguin Group (Orange).

LIZ CAMFIORD joins the Library Marketing Team, assuming the role of Library Marketing Manager, Penguin Group (Black), reporting to Elizabeth Fabian, handling library marketing for the Penguin Publishing Group. Liz is an avid supporter of libraries, especially small and rural ones. Her many strong relationships with librarians, her work with Candice Chaplin, Vice President & Director, Backlist Sales, on various backlist projects, and her knowledgeable championing of our books makes her a great addition to our Library Marketing team. Liz is a passionate about poetry, and constantly advocates among her accounts for more attention to this literary art form.

SHARNELL JOHNSON, will be joining the Library Marketing team, as Marketing Manager, reporting to Kelly Coyle-Crivelli, Associate Director, Library Marketing. Both Kelly and Sharnell will fully focus on PRHPS client-publisher programs, with the former continuing to be responsible for contributing to the marketing for their Adult titles. In Sharnell's time in Library Sales, she worked on various initiatives and library-direct outreach, and her resourcefulness is a strong suit for her new duties, handling library marketing for our clients' children's and Lifestyle titles.

I feel that with this coming together of the Library Sales and Marketing groups, this is a time for us to forge even more mutually advantageous and enjoyable relationships with our libraries and librarians nationwide. I know we will be doing much terrific work together on behalf of their patrons.

Please join in congratulations to Jen and to our colleagues.

A handwritten signature in black ink, appearing to be 'JD', followed by a horizontal line extending to the right.