**ABRAMS APPOINTS CHRISTINE EDWARDS SENIOR VICE PRESIDENT OF SALES**

**USHERING IN A NEW LEADERSHIP EXCELLENCE**

**New York, NY [January 22, 2024] –** Christine Edwards takes the helm of global sales and subsidiary rights at Abrams as **Senior Vice President of Sales** on February 12, 2024, Mary McAveney, CEO and President, announced today. Under Edwards’ leadership, Abrams looks forward to pioneering new sales strategies with a keen analysis of market trends, promising new success in global digital and print sales.

With a stellar track record spanning over two decades, Edwards brings her expertise from retail giants, like Borders Group, and major publishing houses, most recently HarperCollins as Senior Vice President of the Adult Sales Group where she led the adult sales group during three years of record-setting sales. During her time at Penguin Random House as Vice President and Group Sales Director of the Crown Group and Audio Publishing, she developed sales strategies across all retail channels with high-profile authors including Michelle and President Barack Obama, Ina Garten, and Gillian Flynn.

“Christine Edwards is an industry powerhouse, a strategic force whose results-driven approach will be transformative in achieving our profitability goals at Abrams and marks a pivotal moment in our trajectory. We’re thrilled to welcome her aboard,” said McAveney.

“I’ve long been a fan of the books that Abrams publishes,” noted Edwards. “In recent years, the breadth of their list has expanded in exciting new directions and continues to evolve to meet the demands of today’s reader. Connecting readers with books that entertain, inspire, and educate is the core mission of the Sales team. The rapidly changing marketplace offers publishers opportunities to innovate with our authors and accounts through emerging platforms and technologies designed to grow the business and to connect with readers in new ways. I am looking forward to leading those efforts with the dynamic and dedicated team at Abrams.”

**About Abrams**

Founded in 1949, ABRAMS was the first company in the United States to specialize in publishing art and illustrated books. The company continues to publish critically acclaimed and bestselling works in the areas of art, photography, cooking, craft, comics, interior and garden design, entertainment, fashion, and popular culture as well as narrative nonfiction and new works of fiction for adults; children’s books ranging from middle grade to young adult fiction to picture books to board books. ABRAMS creates and distributes brilliantly designed books with the highest production values under the following imprints: Abrams; Abrams ComicArts; Megascope; Surely Books; Abrams Image; Abrams Press; The Overlook Press; Cernunnos; Cameron + Company; Abrams Books for Young Readers; Amulet Books; Abrams Appleseed; and Magic Cat. ABRAMS also distributes books for Booth-Clibborn Editions, Bungie, Alain Ducasse Édition, Éditions de La Martiniére, Editions BPI, Enchanted Lion Books, Familius, Getty Publications, Global Golf Group, Lucky Spool, Milky Way Picture Books, The Museum of Modern Art, SelfMadeHero, Skittledog, Tate Publishing, V&A Publishing, and The Vendome Press.

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