**ABRAMS ANNOUNCES ENHANCED MARKETING STRATEGY**

**DEDICATED TO DRIVING SALES FOR AUTHORS AND BOOKS**

**New York, NY [July 11, 2024]** **–** Abrams today unveiled a strategic restructuring of its marketing team, creating dedicated units focused on driving book sales and author success. This move builds upon the successful integration of Adult and Children’s marketing teams implemented last year. The new structure establishes specialized vertical teams tasked with executing performance-based marketing initiatives and spearheading revenue-driving efforts.

“At Abrams, we are laser-focused on fortifying our marketing capabilities and resources to ensure our books fly off the shelves,” said **Mary McAveney, President and CEO**. “In today’s dynamic landscape, marketing must be agile, proactive, and data driven. This strategic shift reflects our commitment to delivering measurable results that translate to significant sales growth.”

Benefits of the new marketing structure’s dedicated teams include:

* **Prioritizing performance marketing expertise,** ensuring resources are strategically allocated for maximum impact
* **Providing enhanced author focus** to amplify author voices across marketing channels
* **Data-driven sales strategy** to leverage data analytics to optimize marketing campaigns and maximize book sales.

Spearheading the restructure and continuing to lead the marketing team is **Kim Lauber**, **Vice President, Marketing**. Under her is **Borana Greku,** who is **promoted to Associate Director, Integrated Marketing**. Greku will lead a newly formed team dedicated to setting the overall strategy for marketing campaigns across the Adult and Children’s lists. As part of title strategy, this team is responsible for advertising as well as retail marketing and promotion with a focus on ROI analysis. Two staff members will be joining the Integrated Marketing team.

Working in tandem with Integrated Marketing is **Trish McNamara O’Neill, Associate Director**, who now oversees **Digital Strategy & Consumer Engagement**. This newly formed team is focused on setting digital, social media, and brand/licensor strategies, in addition to overseeing the company’s Amazon, D2C, and ecommerce efforts to drive conversion across the Adult and Children’s publishing. Now reporting into McNamara-O’Neill is **Danielle Kolodkin as Marketing Manager, Brand Partnerships & Consumer Engagement; Megan Evans as Marketing Manager, Events & Consumer Engagement;** and **Victoria Reynolds as Marketing Associate, eCommerce & Consumer Engagement.** An additional staff member will join the team.

**Xander Hollenbeck** ispromoted to **Associate Creative Director, Marketing Design**, leading a unified design team that will increase the competitiveness and success of the marketing campaigns. Now reporting to Hollenbeck is **Zoe Michaels, Senior Designer, Marketing** and **Lora Grisafi, Associate Art Director, Diary of a Wimpy Kid**.

Additionally, **Christian Westermann** is transitioning from marketing to join the Abrams sales team as **Senior Manager, Indie & Ingram Sales and Retail Marketing.** In this new role, Westermann willlead day-to-day relationships with the company’s commission sales rep groups, the ABA and regional trade associations, Bookshop.org, and Ingram.

**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, Red Comet Press, Taunton Books, The Museum of Modern Art, SelfMadeHero, Skittledog, Tate Publishing, V&A Publishing, and The Vendome Press.

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