

P R E S S R E L E A S E

Sourcebooks Expands Ecommerce and Online Marketing Department

(CHICAGO – February 22, 2021) – Leading independent publisher Sourcebooks has expanded its Ecommerce and Online Marketing Department to optimize online sales and increase data sharing across the company. The expanded department combines personnel and resources from the previous ecommerce and digital marketing teams to build a single department focused on driving online sales for all of Sourcebooks’s retail partners.

“We have worked over the past year to continue to build stronger relationships among our digital marketing, consumer and retail marketing, data, and information technology teams,” said Dominique Raccah, Sourcebooks publisher and CEO. “We have seen fantastic results and a real evolution in our efforts across these areas due to the hard work and willingness of team members to step into new areas and collaborate across departments.”

Leading the department is Mike Zuccato, who joined Sourcebooks seven years ago as director of online marketing and who has been promoted to vice president of ecommerce and online marketing. In his new role, he will oversee domestic and international online sales and will drive revenue for the company’s ecommerce sites, including [How to Catch Club](#), [Put Me In The Story](#), and [Simple Truths](#).

“Experimentation and growth mindset have always gone hand in hand at Sourcebooks,” Zuccato said. “Given the environment over the past year, we have worked to even further increase our rate of experimentation and learning in digital marketing at Sourcebooks. We’ve had some really exciting breakthroughs powered from this increased collaborative effort. Creating this new department is a very natural way for us to connect teams even more closely and continue feeding our digital marketing efforts.”

Kavita Wright has also been promoted to director of online marketing and is responsible for driving ebook revenue, paid social and email engagement, and developing online creative and messaging. Katia Herrera has been promoted to senior manager of ecommerce and performance marketing and will oversee all online marketing campaigns. Morgan Vogt was also promoted to online marketing specialist and will focus on online marketing campaigns for the publisher’s adult imprints.

The expanded department also includes Allison Lewis, online marketing specialist, who oversees online marketing campaigns for the publisher’s children’s programs; Dave Schmitt, ecommerce digital designer; and Viridiana Contreras, graphic designer.

(cont.)



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In addition, to further support this team, Sourcebooks has hired Trent Harmon as online sales manager. Trent brings with him twenty-two years of experience as lead buyer and senior content manager for Ingram. In his new role, Trent will focus on inventory availability and creating ongoing improvements in the supply chain.

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 have been honored with hundreds of national bestsellers and awards. We are home to enthusiastic, book-loving employees who are dedicated to connecting books to readers in new and innovative ways. Story by story, book by book, we have touched over 100 million lives. Join us as we change 100 million more. Visit sourcebooks.com for more information.

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