

Sourcebooks Launches New International Sales Group

Top Independent Publisher Unveils Multi-Pronged Approach for Creating Bigger Opportunities for its Authors Worldwide

October 7, 2019 (CHICAGO) – Leading independent publisher Sourcebooks is creating an enhanced international program to drive global sales and exposure for its diverse and growing list of authors. The new sales group will be branded Sourcebooks International and comes shortly after the company announced 24 percent first-half growth this year, on track to deliver its fifth straight year of double-digit growth.

“Several years ago, we identified a significant opportunity for our authors around the world,” said Dominique Raccah, Sourcebooks Publisher and CEO. “This business is already posting strong growth—doubling sales in the last three years—and with this new global sales effort, we expect to rapidly increase growth in revenue and market share around the world.”

Leading the Sourcebooks International team is Shawn Abraham, who is joining the company as Director, International Sales. He most recently served as Manager, International Sales at Ingram Content Group, and has previously worked as Senior Manager, International Online & Digital Sales at Penguin Random House. Reporting into Abraham will be Sierra Stovall, who will continue her role as Rights and Exports Manager, and Elizabeth Otte who will continue to work on international platforms, exports, and ebooks. The group will also be adding one additional position yet to be hired.

Sourcebooks International will report to Chris Bauerle, Vice President, Director of Sales, who says, “the foundational work that our team has accomplished and the corresponding growth rate of the past few years provide a launching point for a more comprehensive expansion strategy. With Shawn’s leadership and a significant increase in resources, this new team has the opportunity to rapidly scale a high-impact network of sales and distribution that provides a global solution for one of the fastest-growing domestic publishing programs in the industry today.”

Sourcebooks International will be aided in this expansion by its strategic partnership with Penguin Random House, which will support Abraham and his new team with guidance around prioritizing opportunities on a global level. “Being able to tap into the knowledge base of the Penguin Random House international sales and marketing team has been tremendously valuable, allowing us to move quickly in developing our international growth strategy,” says Raccah.

Raincoast Books will continue to distribute and market Sourcebooks titles throughout Canada. Melia Publishing Services will continue to facilitate sales of Sourcebooks titles in the UK, while NewSouth Books will continue to handle sales of Sourcebooks titles in Australia through Sourcebooks’s existing relationship with Baker and Taylor’s Global Publishing Services.

(cont.)

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“With authors located in seventeen countries throughout Europe, Australia, Asia, and South America, Sourcebooks International has the opportunity to sell worldwide, English-language books for some of our most beloved authors,” says Todd Stocke, Senior Vice President, Editorial Director, “and as we continue to acquire smart, emerging publishers like Poisoned Pen Press, this new team allows us to quickly help their authors achieve distribution that connects them with readers around the world.”

Sourcebooks publishes a broad range of bestselling international authors including Netherlands-based Marieke Nijkamp, author of the #1 *New York Times* bestselling young adult novel, *This is Where It Ends*; Philippines-based Rin Chupeco, author of several young adult titles and series, including *The Girl from the Well* and *The Bone Witch*; Australia-based Chris Ferrie, author of the popular Baby University series, and Adam Wallace, author of the bestselling How to Catch picture book series; Brazil-based Laura Pohl, author of the young adult series, *The Last 8*, and UK-based Kate Moore, author of the *New York Times* bestselling *The Radium Girls*.

About Sourcebooks

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 www.sourcebooks.com for more information.



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