



THE CROWN PUBLISHING GROUP

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SENIOR VICE PRESIDENT & PUBLISHER
CHRISTIAN PUBLISHING

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TO EVERYONE IN THE CROWN PUBLISHING GROUP

With Steve Cobb planning to retire next March after nearly two decades of distinguished leadership from Colorado Springs, we are at a transformative moment in the life of the Crown Publishing Group's religious publishing program. With our WaterBrook Press, Multnomah Books, Convergent Books, and Image imprints, ours is the only such program in trade publishing with dedicated imprints to serve every major Christian tradition. Religious publishing is a core business for us—and one that we are strongly invested in growing, by building upon the firm foundation established under Steve.

Over the past five months, Steve and my new colleagues in Colorado Springs have been unstintingly generous and collaborative in brainstorming and working with me to develop a strategic vision for each of our imprints that will position us to even better compete with the top Christian publishers in the market today. We intend to leverage the vast resources and benefits of scale provided by being part of Penguin Random House—the world's largest trade publisher—while maintaining the small-company atmosphere and culture that we believe is our unique advantage to authors in today's fast-changing Christian-publishing environment.

With that as our touchstone, I am excited to share with you today news of new publishing leadership for WaterBrook Multnomah, together with a clearly defined editorial mission for each of our religious imprints. These changes are intended to strengthen our ability to focus, and enhance, the distinct core strengths and sensibilities of WaterBrook, Multnomah, and Convergent respectively. We are committed to advancing our mission of publishing books that meet the interests of a full spectrum of readers, in acknowledging and respecting the vibrant theological diversity within the Christian community.

WaterBrook Multnomah

I am thrilled to announce that **Alexander Field** will join WaterBrook Multnomah on December 1 in the newly created position of Vice President, Publisher, WaterBrook Multnomah, reporting to me.

A true rising star in the Christian publishing community and a man of deep and humble faith, Alex joins us from the Christian publishing company David C Cook, where he has held a number of roles, including, most recently, that of Publisher. In that capacity, he was responsible for leading acquisition strategy, building ministry partnerships, and managing a cross-functional team that represents all aspects of a publishing program to achieve divisional goals.

During his time at Cook, Alex refocused the overall strategy for the Books division, refined category focus and key target audiences, led an initiative to unleash creativity and innovation throughout the organization, and worked closely with marketing, publicity, and sales to create new processes and bring new value to readers. Prior to joining Cook, Alex served as Publishing Director at Regal Books from 2005 to 2009 and as a Senior Editor at Gospel Light Publications from 2003 to 2005. He has also served as Executive Director of Epic Ministries and is currently active in two volunteer ministries.

Alex's sharp editorial focus, creative energy, and broad management experience—coupled with his deep personal faith—make him ideally suited to lead WaterBrook Multnomah as we embark together to build upon our rich history in the evangelical space. Our mission statements for both imprints are clear: WaterBrook is committed to creating content that both intensifies and satisfies readers' elemental hunger for a deeper relationship with God. It seeks books for an evangelical Christian that draw on experiential learning, story, self-help, and inspiration to help readers flourish in their faith. Multnomah is committed to advancing the mission of the church in proclaiming and living the gospel around the world. It looks for

life-changing culture-defining messages from a conservative Christian perspective that challenge, educate, and inspire readers to their fullest potential. Under Alex's leadership, both imprints will continue their tradition of publishing important and meaningful voices.

Newly reporting to Alex in our Colorado Springs offices will be the following departments: Editorial, under the direction of **Laura Barker**, Editorial Director; Marketing and Publicity, led by **Carie Freimuth**, Vice President, Associate Publisher; and Operations, headed by **Debbie Mitchell**, Director of Operations. Laura, Carie, and Debbie will report directly to Alex.

Our dedicated CBA sales team, headed by **Lori Addicott**, Vice President, Director of Sales, will now be a dotted-line report to both Alex and Katya Shannon, Vice President, Director, Special Markets, Penguin Random House.

As a result of this new structure, the position of Vice President, Editor-in-Chief, WaterBrook Multnomah, has been eliminated, and regrettably, **Kenneth Petersen** will be leaving the company at the end of this month. We extend sincere thanks to Ken for his service and important contributions to the company, as well as for his warm, collegial spirit throughout his more than seven years with the company.

Convergent Books

Our recently established imprint Convergent Books is focused on the interests of progressive Christians who are redefining their faith through the prism of contemporary experience and has a mission that is distinctive yet complementary to WaterBrook and Multnomah. In the months ahead, we will be looking to grow Convergent as a home for leading author voices who can reach a broad audience with faith-informed content in categories ranging from spiritual practice and social issues to pop culture, humor, sports, and memoir.

Going forward, Convergent Books will be based out of our New York City offices under the editorial leadership of **David Kopp**, who is newly named Vice President, Executive Editor, Convergent Books, reporting to me. In taking on this exciting new challenge, Dave will be moving to New York in January 2015. Working closely with Dave will be **Gary Jansen**, Senior Editor, who will be newly acquiring books for Convergent in addition to maintaining his parallel editorial role at Image. Gary will report to me, with a dotted line to Dave.

Campbell Wharton, Associate Publisher of Crown Business and Crown Forum, additionally will now take on parallel duties for Convergent, continuing to report to me. Marketing and publicity for Convergent will be handled out of our New York City offices under the respective oversight of **Donna Passannante**, Vice President, Executive Director, Marketing, and **Carisa Hays**, Vice President, Executive Director of Publicity.

Image

Image, the only trade-publishing imprint that is focused exclusively on Catholic topics, founded in 1954 with the mandate of providing quality religious titles to readers at an affordable price, has a uniquely rich history of publishing-leading and classic Catholic-interest authors. Its existing operations and current staff will continue unchanged, with the program now reporting directly to me.

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I want to publicly express my personal deep gratitude to Steve Cobb, who graciously agreed to stay with the company during this transitional period. He will work closely with Alex and me to ensure a smooth changeover in leadership.

I believe these changes announced today promise a real growth opportunity for our religious publishing program, and I look forward to a future of great publishing together with Alex and the entire WaterBrook Multnomah team in Colorado, with the Convergent team in New York, and with Image to build a rich and luminous future for our authors and their books.

