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Executive Vice President  
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## **TO EVERYONE AT RANDOM HOUSE**

In discussions with my senior management team—Kristin Fassler, Vice President, Director of Marketing for Ballantine Bantam Dell, and Leigh Marchant, Vice President, Director of Marketing for Random House, Spiegel & Grau, The Dial Press, and One World—about how to become more reader-centric, it became apparent that our marketing operation needs a more dynamic structure to ensure our consumer is at the core of our marketing strategy.

Accordingly, we have developed a new department structure that will allow our team to focus on creating and executing unique marketing campaigns that are not only reader-centric, but also promote cross-functional collaboration—executing a single marketing strategy as crafted by Kristin and Leigh and their talented group of title marketers. This new team structure will allow us all to work together to solve what I consider our definitive marketing equation: Who is the reader? What do we want them to know? How do we reach them and compel them to buy? What can we learn to improve our efforts?

To that end, I am pleased to announce the following marketing department promotions and details of our reorganization.

**LESLIE PRIVES** is promoted to a newly created role: **Senior Director, Integrated Marketing Operations**—continuing to report to me. Since joining us as Director of Digital Marketing in 2015—following her work at powerhouse digital marketing firm Digitas and as a marketing analytics consultant at Ogilvy CommonHealth—Leslie has been instrumental in evaluating our marketing strategies and creating a powerful new advertising program that has measurably increased conversions to sales. In addition, she has overseen and grown our email marketing program and worked closely with corporate marketing to achieve company goals and milestones. Leslie impressively led the charge in bringing new advertising vendors and using insights and data to make more informed marketing decisions. She is a smart, sharp marketer and has the unique ability to distill and translate complicated information and data to the group. In this role, Leslie will spearhead the newly created Integrated Marketing Operations Team, whose heads will report to her directly. They are:

**Creative Services:** Headed by **Annette Melvin**, Senior Director, Creative Services  
Annette's reports remain: Cecilia Kim, Senior Director, Design; Jean Carbain, Assistant Director; Allison Grow, Senior Designer; and Lisa Keller, Manager.

**Copy:** Headed by **Grant Neumann**, Vice President, Copy  
Grant's department includes: Daniel Christensen, Associate Director, Online Copy – Strategy and Optimization; Senior Copy Managers Patrick Fusco, Camille Dewing-Vallejo, and Bob Schnakenberg; and Nicholas McNallen, Copy Assistant.

**Audience Development and Marketing Technology:** Headed by **Kyle Wilamowski**, Senior Manager, Audience Development  
Newly reporting to Kyle will be Kristyan Pak, Marketing Technology Associate.

**Digital Campaigns & Media Planning:** Headed by **Erika Seyfried**, Assistant Director, Digital Campaigns & Media Planning

A newly formed department, this team is tasked with driving campaign ROI and innovation via insightful planning and detailed analysis. After successfully kick-starting our self-serve Amazon campaigns and launching a partnership with digital creative agency 24G, Erika will expand her role to cover all digital campaigns for our division. Newly reporting to Erika will be Maya Battle, Senior Manager, Digital Campaigns & Media Planning. Reporting to Maya will be Emily Jarrett, Manager, Media Planning.

To effectively center readers in our marketing activities, data and insights need to be our starting point. I am pleased to announce the promotion of **MAXWELL MINCKLER** to **Director, Marketing Insights and Analytics**, reporting directly to me. Max joined us in 2014 from Disney Interactive. As Real-Time Marketing Manager, he was tasked with providing us with data that would lead us to make smarter and more informed marketing decisions. In that time, Max created our Social Media Insights (SMI) Reporting Program, which includes Audience Insights, Social Platform Insights for Authors, Social Media Listening, Consumer Reviews Analysis, and Acquisition Reporting. This program has generated more than 500 reports in just three short years. Max also launched our RH Insiders Survey Program (10K subscribers) for cover/title testing and audience insights. He also built our Consumer Reviews Tool, which provides a textual analysis of consumer reviews, unique across the industry. Max's contributions have been invaluable not only to the marketing team, but to the entire Random House group. Kesley Tiffey will continue to report to Max as Assistant Manager, Marketing Insights and Analytics.

Continuing to report to me will be Kristin Fassler, Leigh Marchant, Stacey Witcraft, Vice President, Director of Sales Marketing, and Melissa Milsten, Director of Partnership Marketing.

It is the entire department's dynamic achievements and forward thinking that allow us the vision and opportunity to make these bold moves. I'm thrilled about having this team in place to elevate the profiles of our books, shoring up the equation and delivering stronger results for our authors, retailers, readers and our business.

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