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Press Release

Open Road Integrated Media Expands Marketing Team

Digital media company restructures to further enhance consumer marketing efforts

New York, NY (August 22, 2017): Open Road Integrated Media (OR/M) announced today the expansion and restructuring of its marketing team, reflecting the company's continued focus on direct-to-consumer marketing initiatives and its overarching goal of attaining and engaging readers. **Libby Jordan** will join OR/M in the newly created role of **Executive Director, Marketing Operations** and **Jennifer Jackson** has been promoted to **Vice President, Editorial Director, Branded Funnel Sites**.

Jordan is a senior publishing executive with deep experience driving audience growth, optimizing revenue opportunities and conceptualizing and executing strategic initiatives. Her previous roles include VP Marketing at Bookshout! and SVP Associate Publisher at HarperCollins. Jordan will oversee marketing for OR/M's full catalog of more than 9,000 eBooks.

Jackson's experience includes editorial roles at Hearst Digital, DailyCandy, and GlamMedia, among others. She has lead the charge in expanding OR/M's content sites through organic audience development. Her efforts have significantly increased the sites' value in earned media and as customer acquisition funnels.

The changes reflect the alignment of OR/M's marketing department into three teams: **Marketing Operations**, **Audience Development**, and **Analytics**, the heads of each group will report to **Executive Vice President of Marketing, Mary McAveney**.

"By keeping the reader at the center of our marketing strategy we have been able to significantly grow revenue for Open Road Media's titles and, more recently, for those of other publishers," McAveney said. "We are tremendously excited by what we've been able to accomplish and look forward to continuing to delight our consumers in new ways."

Within **Marketing Operations**, Jordan will oversee **Title Marketing**, **Metadata**, and **Design**.

In **Title Marketing**, the team consists of **Hillary Tisman**, who recently joined OR/M as **Senior Director of Marketing**; **Andrew Chapell**, who recently joined OR/M as **Digital Marketing Manager**; **Greta Shull**, **Digital Marketing Associate**; and **Juliann Fiorentino** who has just joined OR/M as **Digital Marketing Coordinator**.

Kathy Kleidermacher, **Copy Director** and **Jeff Freiert**, **Copywriter**, make up the **Metadata** team.

In Design, **Mauricio Diaz**, Creative Director, **Amanda Shaffer**, Cover Designer, and **Itzy Ramirez**, Marketing Designer compose the group.

Jackson oversees OR/M's branded funnel sites: **The Lineup** (True Crime/Horror); **Early Bird Books** (Literary Fiction/Non-Fiction); **The Portalist** (Science Fiction/Fantasy); **Murder & Mayhem** (Mystery/Thriller); **A Love So True** (Romance); and **The Archive** (History). Reporting to Jackson are **Matthew Thompson**, Executive Editor, Community Content; **Carolyn Cox**, Senior Editor; **Sarah Mangiola**, Senior Editor, Books; **Kate Phelan**, Associate Editor; and **Olivia Mason**, Marketing Assistant.

Gregg Fleischman, Executive Director, Consumer Newsletters, is responsible for OR/M's newsletter acquisition and customer relationship management. OR/M currently reaches more than 1,000,000 book-buying customers through its email outreach. Fleischman's reports are: **Sonia Sanchez**, Customer Relations Manager and **Aditya Otiv**, Customer Acquisitions Manager.

Sarah Janet, Director, Marketing Analytics, is responsible for leading, developing and managing all aspects of marketing analytics and decision modeling. **Daniel O'Connor**, Marketing Associate, reports to Janet.

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About Open Road Integrated Media

[Open Road Integrated Media](#) is a prestige content brand delivering digital experiences that entertain and inform readers around the world; their network of digital properties produces compelling stories that keep audiences engaged—across devices and around the world. The Open Road brands include [Early Bird Books](#), a daily eBook deals newsletter and website; [The Lineup](#), for fans of true crime, horror, the mysterious, and the paranormal; [The Portalist](#), for fans of science fiction, fantasy; [Murder & Mayhem](#), for fans of mystery and thriller; [The Archive](#), for fans of history and non-fiction; and [A Love So True](#), for fans of romance; and [Open Road Media](#), a global eBook publisher whose catalog includes legendary authors such as William Styron, Alice Walker, Pat Conroy, Gloria Steinem, Octavia Butler, John Jakes, Pearl S. Buck, Walker Percy, Ruth Rendell, and Sherman Alexie.