



Press Release

For Immediate Release: January 22, 2016

Contact: Christianne Debysingh, Harvest House Publishers

Phone: 888-468-4108

Email: cdebysingh@harvesthousepublishers.com

Web: www.harvesthousepublishers.com

HARVEST HOUSE ALIGNS NEW PUBLISHING GROUPS WITH FOCUS

Eugene, Oregon—January 22, 2016—Harvest House Publishers announced today a new alignment within its company of two publishing groups: The Willamette Group and The McKenzie Group. These teams position Harvest House to better serve its authors, accounts, and readers through category expertise, consumer focus, and marketing innovation.

Each group, named after the two major rivers in the Eugene area (where Harvest House is based), has been tasked with developing specific brands and categories within the company. The Willamette Group, led by 30-year Harvest House veteran, EVP and Publisher LaRae Weikert, focuses on titles for women, pastoral voices, prophecy, leadership, ministry partnerships, and more. The McKenzie Group, led by EVP and Publisher Barb Sherrill, primarily focuses on titles for kids, teens and tweens, parents, lifestyle (home, personal interests, and health), and fiction.

“This new initiative brings intentionality and agility to our publishing program,” says Weikert. “We’re creating better and stronger communication among the editorial, marketing, and sales processes that will both greatly benefit our content and enhance our distribution, while giving us the ability to respond more quickly to consumer needs.”

Each team is made up of editorial and marketing personnel, creating a synergy between the products that are acquired and developed and the marketing that follows. “We’re excited to have such a close connection between product development and marketing,” says the newly promoted Sherrill. “By using the editorial and marketing mindsets in unison from the get-go instead of downline from each other, we’ll be giving our content its best opportunity to succeed in this crowded and noisy marketplace.”

Other new promotions and positions have resulted. Notably, Heather Green, an 11-year company employee, has been promoted to Director/Category Management, The McKenzie Group. Harvest House is also looking to expand its teams through hiring a Director/Category Management for The Willamette Group and two acquisitions editors for The McKenzie Group.

“This new alignment brings us to the culmination of the strategic corporate changes we started making earlier in 2015,” says President Bob Hawkins, Jr. “Our publishing groups are now set up to keep Harvest House strong, on the offensive, and in a growth mode as we acquire, produce, market, and sell books that proclaim Jesus Christ as the answer to every human need—a message our world desperately needs to hear.”

About the Publisher:

Harvest House publishes more than 140 books per year and carries a strong backlist offering more than 1,200 titles. Over 125 million Harvest House books have been sold worldwide through diverse distribution channels, and additional millions have sold in over 75 different languages.

###