



Press Release

For Immediate Release: June 17, 2016

Contact: Christianne Debysingh, Harvest House Publishers

Phone: 541-343-0123

Email: cdebysingh@harvesthousepublishers.com

Web: www.harvesthousepublishers.com

Harvest House Announces the Promotion and Addition of Key Personnel

Eugene, Oregon—6/17/16—Harvest House Publishers is pleased to announce the promotion and addition of several key personnel to the Willamette and McKenzie publishing groups.

Aaron Dillon, a 10-year marketing veteran at Harvest House, was recently promoted to Director of Category Development, Willamette Group, effective as of March. In his new role, Dillon will lead development and implementation of marketing projects for the Willamette Group and assist LaRae Weikert, EVP and Publisher, in determining category strategies, seasonal portfolio plans, and product development. He will also work with the marketing team to develop consumer-driven campaigns, along with building relationships both within the group and with agents, authors, and other trade partners.

Sharing her thoughts on what this means for her team, Weikert says, "Aaron's experience as a seasoned and creative marketing professional brings a strength and depth to our new publishing initiatives. We are thrilled to have him in a leadership role with the Willamette Group."

In a strategic move to continue fortifying the company's marketing profile, Christianne Debysingh has been promoted to Publicity Manager. An industry publicity veteran, Debysingh will oversee all public relations efforts for both the Willamette and McKenzie groups. "Christianne has been instrumental in defining our out-facing corporate image and cultivating vital media relationships for the last 11 years," adds Weikert. "It is truly exciting to see her talent for communication and depth of experience continue boldly growing Harvest House's media presence."

Kyle Hatfield, Acquisitions Editor for the Children and Family brand, joined the McKenzie Group on March 21. A former children's pastor, Hatfield most recently served as the Communications Director and Leadership Development Pastor at Ekklesia Church in Eugene, Oregon. A graduate of the University of Oregon, Hatfield has a Bachelor of Arts in English and earned his Master of Arts in Religion with a major in Biblical Studies from Liberty Baptist Theological Seminary in 2012.

"I was first drawn to Harvest House because their mission was not just to produce good books, but to make good books that glorify God," says Hatfield. "Such books are powerful. As the father of two young daughters, I want to be part of a team that helps the next generation and their families experience that power."

One final addition to the McKenzie Group will occur in July when industry veteran Todd Hafer assumes the role of Senior Acquisitions Editor for the Lifestyle brand. Hafer brings a wealth of experience in working with a variety of authors and developing a wide range of books, including nine years with Hallmark launching and growing their successful book program. "Harvest House has long held a reputation of producing books with solid content that have impacted countless lives. I feel honored and excited to have the chance to be a part of such a rich heritage," says Hafer.

About her two most recent hires, Barb Sherrill, EVP and Publisher for the McKenzie Group, says, “With Kyle’s past experience as a children’s pastor, his true heart for the written word, and his strong people skills, he was a standout candidate. Todd is knowledgeable, personable, extremely creative, and brings skills and insights that will be a tremendous asset to Harvest House. I am so pleased to have Kyle and Todd as part of the McKenzie Group, and I know authors and agents alike will greatly enjoy getting to know and working with both of them.”

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.

###