



Press Release

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Contact: Mary Cooper, Harvest House Publishers

Phone: 541-343-0123

Email: mary.cooper@harvesthousepublishers.com

Web: www.harvesthousepublishers.com

Harvest House Publishers Unveils Corporate Restructure Initiative

Eugene, Oregon—02/7/14—Harvest House Publishers is announcing a strategic corporate restructuring plan designed to generate new sales opportunities and inject more innovation and efficiency within the company. In response to an ever-changing publishing climate, Harvest House is recasting its corporate infrastructure with the goal of better employing the strengths of key personnel.

The first of these changes is the promotion of VP of Editorial, LaRae Weikert, to Executive Vice President/Editorial. In her expanded executive role, Weikert, a 28-year veteran of Harvest House, will handle more corporate-level responsibilities as she applies her extensive leadership abilities and market insights to the company's publishing program.

In addition, Barb Sherrill, Vice President of Marketing, is being promoted to Vice President of Product Development. In this newly created position within the Editorial department, Sherrill will utilize her more than 25 years of industry experience to lead an innovative team of editors in the acquisition and development of new gift, youth, and children's books, and will oversee the growth of the company's fiction line and the establishment of new e-product.

In a key change to its infrastructure, Harvest House has also combined the Interactive Media and Design department (IMD) with Marketing, creating the newly formed Marketing Services department. Bryce Williamson, manager of IMD, will now serve as Director of Marketing Services. To this position, Williamson brings a wealth of graphic design and marketing experience, as well as an innovative mindset from his 8 years as Graphic Design Manager, during which he spearheaded numerous design projects and marketing campaigns. Serving alongside Williamson is Aaron Dillon, former publicist, in his new capacity as Marketing Services Manager. In his expanded role, Dillon will assist Williamson in the development of marketing strategies and ensure their efficient implementation within the new department.

Other changes at the company include the promotion of Heather Green to Manager/Corporate Development and Strategy, and Jeff Marion to the position of Covers Project Manager.

Harvest House is entering its 40th year as an independent, family-run Christian publishing house, and has been among the top ten Christian publishing companies in the nation for many years. Longtime president Bob Hawkins, Jr. says, "God has gifted our company with incredibly talented people, and there were opportunities to implement their strengths in exciting new ways that will benefit the company and our authors as we continue to exercise a forward-thinking outlook in everything we do. With this restructuring, I am confident Harvest House will realize new sales growth, an even more invigorating corporate culture, and the achievement of the company's short- and long-range goals and initiatives."

About the Publisher:

Harvest House, a Christian publishing company based in Eugene, Oregon, publishes more than 180 books each year and carries a strong backlist offering more than 1,000 titles. Over 100 million Harvest House books have been sold worldwide through diverse distribution channels, and additional millions have sold in over 75 different languages.