



SIMON & SCHUSTER

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TO EVERYONE AT SIMON & SCHUSTER, INC.

I'm thrilled to have the opportunity to oversee the creation of an exciting new publishing imprint, Gallery Books. Gallery will combine two strong imprints – Pocket Books hardcover and trade paperbacks, and Simon Spotlight Entertainment – into one larger and more powerful imprint. While Pocket Books has earned a well-deserved reputation as a leading publisher of women's fiction and, under the Threshold Editions imprint, bestselling conservative books, Simon Spotlight Entertainment, in a short time, has emerged as the publisher of choice for pop-culture books.

In creating Gallery Books we will unite the editorial and publicity staffs of Pocket Books and Simon Spotlight Entertainment. Our editorial staff will be led by Jennifer Bergstrom as Vice President, Editor-in-Chief of Gallery Books. At SSE, Jen has published a string of high-profile *New York Times* bestsellers including *High On Arrival* by Mackenzie Phillips, *Are You There, Vodka? It's Me, Chelsea* by Chelsea Handler, *sTori Telling* by Tori Spelling, *Prairie Tale* by Melissa Gilbert, and, of course, the book that put SSE on the map—*He's Just Not That Into You* by Greg Behrendt and Liz Tuccillo. Jen has tremendous savvy and a great ability to recognize what's going to make a bestseller, combined with a real flair for how to publish it, all of which have served to garner her and SSE the respect of both agents, who now line up to send her their hottest new projects, and our competitors. In her new role, I expect that she will continue her winning pop-culture streak along with expanding into fiction and other categories of nonfiction.

Tricia Boczkowski will be our Vice President, Editorial Director for Gallery Books. Trish has an uncanny knack for acquiring books by comedians and turning them into

bestsellers. She has edited bestselling books by Chelsea Handler, Lewis Black, and Jim Norton. Some of her upcoming authors are “Daily Show” correspondent Samantha Bee and comedian Roseanne Barr. She will also be acquiring fiction in her new role.

Mitchell Ivers will be Vice President, Senior Editor of Gallery Books. Mitchell is a terrific generalist editor with an equally deft touch for both fiction and nonfiction. He has a truly diverse list of authors, having worked with everyone from Christopher Rice and Ann Rule to Glenn Beck and Mark Levin.

Lauren McKenna, Executive Editor, will continue editing bestselling fiction and nonfiction. Lauren not only excels in women’s fiction as the editor of authors such as Kresley Cole, Mary Alice Monroe, and Karen Robards, but she has also edited *New York Times* bestselling pop-culture books such as *From Pieces to Weight* by 50 Cent, *The Heroin Diaries* by Nikki Sixx, and Bret Michaels’ upcoming *Between a Rose and a Thorn*.

Other senior editors on the Gallery Books staff include Patrick Price, editor of Tori Spelling’s *sTori Telling* and *Mommywood* and our upcoming Tim Gunn book; Micki Nuding, who has worked with Sabrina Jeffries and Karen Hawkins; Kathy Sagan, editor of the recent bestseller *Still Alice*; Abby Zidle, who is editing the upcoming Rita Cosby book; and Jennifer Heddle, editor of the bestselling *Ghost Hunting*. The other Gallery editors include Ed Schlesinger, Emily Westlake, Jaime Costas, and Megan McKeever.

All of our editors will acquire and edit books for Gallery, our Pocket Books mass market list, and all the other imprints that reside within the group, including Downtown Press, Karen Hunter Publishing, MTV Books, Star Trek, Threshold Editions, and WWE.

Jennifer Robinson will oversee the publicity department as Vice President, Publicity Director for Gallery Books, with Jean Anne Rose, Publicity Director, reporting to her. Jennifer’s handiwork was abundantly evident last week with the national media campaign for *High On Arrival* by Mackenzie Phillips, and she has also led the campaigns for newsmaking books like *Unmasked* by Ian Halperin, *Mommywood* by Tori Spelling, and many others. Jean Anne has overseen the media campaigns for numerous *New York Times* bestsellers including *Still Alice* by Lisa Genova, *Arguing with Idiots* by Glenn Beck and *Liberty and Tyranny* by Mark Levin. As with the editorial staff, our publicists will work on titles from all our Pocket imprints.

Lisa Keim, Vice President and Director Subsidiary Rights will oversee subsidiary rights for Gallery.

Anthony Ziccardi will continue to serve as Vice President and Deputy Publisher for the entire Pocket Books family of imprints. Anthony has been a key contributor to our success at Pocket Books and has especially been an integral part of Threshold Editions. He has brought us numerous winning projects including bestselling books by Jerome Corsi and the bestselling *World of Warcraft*.

With this talented staff of top-notch professionals, we are poised to make Gallery Books a new force in publishing. Please join me in celebrating the launch of this exciting new imprint.

Louise Burke
Executive Vice President and Publisher, Gallery Books