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CONTACT:

Molly Ellis, Vice President, Executive Director of Publicity
Macmillan Children's Publishing Group
molly.ellis@macmillan.com

Roger Priddy to Retire from Priddy Books

Leadership Changes at Priddy and Neon Squid

February 20, 2024 (New York)- Roger Priddy will retire from his role as Publisher of Priddy Books, an imprint of Macmillan Children's Publishing Group, on June 30, 2024, after which he will continue to work with Priddy Books as an author and consultant.

Priddy Books was founded in 2000 with one simple aim: to publish innovative, early learning books for babies, toddlers and young children that spark children's creativity and encourage their development. Roger Priddy's mission to educate children through engaging, informative and brilliantly designed books has led him and his team to create some of publishing's most enduring and successful early learning titles, including the First 100 Words series, See Touch Feel, and Wipe Clean ABC. Priddy Books titles have sold upwards of 20 million copies in over 40 countries around the world.

"For the past four decades Roger has been at the forefront of children's publishing. Since founding Priddy Books, his unique brilliance, creativity, and genuine passion for early childhood learning has fundamentally changed how books are published for young children around the world," said Macmillan CEO Jon Yaged. "I consider myself fortunate to have worked with Roger the past 13 years and wish him joy and happiness always. I know my colleagues across Macmillan feel the same."

At Priddy Books and Neon Squid, there have been a number of promotions. Both imprints will be helmed by Sally Poulson as Managing Director and Sam Priddy as Publisher. Sam Priddy will report to Poulson, and Poulson will report to Allison Verost, Senior Vice President and Publisher at Macmillan Children's Publishing Group. Joanne Clark will move into the role of Creative Director, reporting to Sam Priddy. Fiona Macdonald will take on the role of Publishing Director, Neon Squid, reporting jointly to Poulson and Sam Priddy.

"Roger Priddy has left an indelible impact on the world of children's publishing with Priddy Books," said Allison Verost. "I am thrilled to continue working with Sally and Sam and their entire team to build upon Roger's legacy of creating groundbreaking, innovative, and incredible books that bring the joy of learning to countless more young minds."

"After 40 years of making children's books, it's time for me to try something new. Maybe I'll re-train as a Patisserie Chef, or become an acrobat - who knows? One thing for sure is that I'll be sitting down with the grandkids and reading some books," said Roger Priddy. "It's time for the next talented team to take over at Priddy Books, which has always been a creative hub of people and ideas. I for one will be looking forward to seeing what they come up with next. I'd also like to thank my friends at Macmillan Children's Publishing Group for letting me have such a blast being a publisher for so long, I couldn't have chosen a better group to have gone on this journey with."

Upcoming highlights from the Priddy and Neon Squid lists include See Touch Feel: Play, First 100 Royal Words, Key Skills for Toddlers, Become a Chess Champion, Secrets of the Ocean, and Arthur Bear's Alphabet.