NEW YORK, NY (May 7, 2024): Today, Jon Yaged, CEO of Macmillan Publishers announced that Alyssa Awe will join Macmillan in the newly created role of Executive VP, Business Development & Strategy effective June 3rd. In this capacity, Awe will be responsible for strategic initiatives, business development, strategy and central marketing. Macmillan’s Audio Division and Publishers-at-Large will also report to Awe.

Awe brings to Macmillan over 20 years’ experience in driving growth and innovation across publishing, media and technology. Most recently, she was Senior VP, Strategic Operations and Projects at Penguin Random House which was the culmination of her tenure at PRH. During her time there, Awe was instrumental in developing a high-performance Operations team, overseeing a strategic project portfolio which included M&A integrations, operations enablement, and data analysis. Additionally, she was a Founder and Publisher for Zeitgeist, a data-driven start-up within PRH that focused on practical non-fiction titles. Before joining PRH, Awe held leadership roles at Viacom/MTV Networks, among others.

Yaged remarked on the appointment, saying “Alyssa is fabulous. Her impressive acumen for identifying market trends, data-driven mindset, and passion for operational excellence will, no doubt, make Macmillan better. I couldn’t be more excited to welcome her to the team.”

“This is a bittersweet moment for me,” says Awe. “While I am deeply grateful for all of the invaluable experiences I’ve had at Penguin Random House, I am so thrilled for this opportunity to join Jon and the incredibly talented team at Macmillan Publishers as they continue to grow their business in exciting and innovative ways.”

About Macmillan Publishers:
Macmillan Publishers is the U.S. trade division of the Holtzbrinck Publishing Group, a large family-owned media company headquartered in Stuttgart, Germany. Its publishing companies include prominent imprints around the world that publish a broad range of award-winning books for children and adults in all categories and formats.

Deutsche Buchverlage, includes among its imprints S. Fischer, Kiepenheuer & Witsch, Rowohlt, and Droemer Knaur.