



## **Interweave Hires Derek Lawrence as Director of Retail Sales**

Loveland, Colo., July 15, 2010: Interweave announced today that it has hired Derek Lawrence as the company's new Director of Retail Sales, a new position at the company. Lawrence begins his role immediately, and will report to Vice President of Sales and Marketing and Book Publisher Steve Koenig.

With the exception of newsstand sales handled through Interweave's circulation department, Lawrence will oversee all aspects of Interweave's retail sales effort including managing the company's relationships with key national specialty accounts such as Michaels, Jo-Ann Fabric & Craft Stores, and Hobby Lobby. Lawrence also will manage Interweave's partnership with Perseus, the company's trade book distributor, and oversee the in-house sales staff who call on the independent craft retailers and specialty accounts.

Lawrence joins Interweave after serving the last three years at Fulcrum Publishing, where he was most recently Publisher. Over the course of his impressive career Derek has had many roles including: President and Publisher (Speck Press), Sales Director (Westcliffe Publishers), National Accounts Manager (Graphic Arts Center Publishing Company), and Special Sales Manager (Roberts Rinehart Publishers).

"I've admired Derek's work for a long time and I've had the pleasure of serving with him on the Board of Directors for The Publishers Association of the West. I am thrilled to bring someone of Derek's experience and caliber to Interweave."

Koenig added, "The Director of Retail Sales position is a new position for Interweave and one that will allow us to improve our focus on supporting our independent retail sales accounts, improve collaboration and communication between the sales team and the rest of Interweave, and drive sales of all Interweave products through the retail channel."

Lawrence holds a Bachelor of Arts degree in Philosophy from The University of Colorado. He began his publishing career at Tattered Cover Bookstore in Denver, Colorado. He lives in Denver.

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**Website:** [www.interweave.com](http://www.interweave.com)

**Interweave's Fall 2010 Book Catalog:** <http://www.interweave.com/retailers/catalog.asp>

### **About Interweave**

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing, digital content and social media, television and instructional videos, directories, eCommerce, events and workshops. Interweave publishes more than 40 consumer art and craft magazines, delivered to consumers when, where, and how they want: in traditional print format, on newsstands, in CD collections and digital downloads, and most recently in new interactive content products such as eMags™ that bring together articles, patterns and projects, photos, and videos into one immersive experience.

In addition to magazines, Interweave has more than 350 books in print while publishing more than 40 books annually. Interweave produces eight consumer events, sponsors and hosts three craft television series on U.S. public television, and operates 30 websites and nine online communities with e-mail newsletters. Interweave also licenses its magazine, book, and video content to media companies internationally.

Founded in 1975 by Linda Ligon, Interweave was acquired by Aspire Media in 2005. Ligon remains with the company as VP and Founder and is a member of Interweave's board of advisors. The company is headquartered in Loveland, Colorado, and has other offices in Pennsylvania, Massachusetts, and New York. For more information about Interweave call (970) 613-4616, 800-272-2193 or [www.interweave.com](http://www.interweave.com).

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