



## Interweave Announces a Series of Promotions and New Hires

Loveland, Colo., February 3, 2011: Interweave today announced a series of executive promotions and expanded duties within its media operations. The leadership changes announced by Chief Executive Officer Clay Hall and effective immediately are:

- **Christan Humphries** is promoted to marketing director for the Art & Jewelry divisions, reporting to V.P. and Publisher David Pyle.
- **Mary Kincannon** is promoted to marketing director, fiber division. KinCannon will oversee the marketing teams in both the Yarn Group and Quilt & Paper Group, and report to S.V.P. John Bolton. Both Kincannon and Humphries oversee the marketing programs for their divisions' magazines, SIPs, eMags, videos, and digital products.
- **Elisabeth Malzahn** is promoted to marketing director, Interweave Books. Malzahn will continue to oversee the marketing programs of Interweave's 35-40 new books published each year, as well as expand her role into the area of digital products from book content and Interweave's growing division of eBooks. Malzahn reports to S.V.P. and Book Publisher Steve Koenig.
- **Teresa Anderson** is promoted to web development manager, reporting to V.P. Technology T.J. Harty.

In addition, Interweave announces a number of key new hires and transitions:

- **Erica Smith** will join Interweave as an editor for the Book Team, reporting to Editorial Director Marlene Blessing, effective February 7, 2011. Smith joins Interweave from Random House, Inc., where she was a senior development manager at the Potter Craft imprint and responsible for developing 10–12 titles/year, including Martha Stewart's Encyclopedia of Crafts (2009) and Martha Stewart's Encyclopedia of Sewing. Prior to that, Smith was the book division manager at Sixth & Spring Books and a senior editor at The Rosen Publishing Group.
- **Anne Merrow**, former editor at Interweave Books, moves to the eMagazine division as the new editor for both the Specialty Fiber and Yarn eMags. Merrow was the editor of Interweave's first eMag for knitters, Sockupied, and will be working on several new eMag releases in 2011.
- **David Dunn** joined Interweave in October 2010 as the new Director of eCommerce. Over the last 18 years, Dunn has amassed an impressive track record of success in the areas of email marketing, database marketing, product marketing and eCommerce with both tech and retail companies including PlanetOutdoors.com (Altrec.com) and Webroot Software, where he served as Vice President of eCommerce.
- **Aaron Wilmot** returned to Interweave as V.P. of People Operations in October 2010. Wilmot had been with Interweave from October 2007 – February 2009, then spent 18 months with Alta as their Senior Director of HR, where he was responsible for more than 1600 employees as a partner with their admissions and online teams. Interweave is thrilled to welcome Wilmot back to Interweave.

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Website: [www.Interweave.com](http://www.Interweave.com)

## **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.

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