



Interweave Announces New Hires & Promotions

Merkle hired as Social Media Manager; Osterhaug promoted to Editorial Director; Fleetwood tapped as Consumer Marketing Director

Loveland, Colo., June 14, 2012: Interweave announced today a series of director and management-level promotions and new hires at the company. The leadership changes span a number of the company's divisions, from audience development and marketing to editorial, and are effective immediately:

- **Steph Merkle** was hired as a **Social Media Marketing Manager**, a new position at Interweave that will oversee the strategy and content for Interweave's mounting presence on social media platforms [Facebook](#), [Twitter](#), [YouTube](#), and [Pinterest](#). Merkle will manage social media accounts for Interweave's eCommerce platform, 10 online communities, magazines, and events.

Merkle joins Interweave from online retailer Sierra Trading Post, where she handled the company's Twitter channel and contributed to the strategy and content of the company's other social properties. Prior to that, she worked at Sierra Trading Post for three years as the copywriting manager. Follow Merkle on Twitter for Interweave [@IWInsider](#).

- **Anita Osterhaug** has been promoted to **Editorial Director of the Specialty Fiber Group**, a position she adds to her ongoing responsibility as editor of Handwoven magazine. In making the announcement, outgoing Editorial Director Linda Ligon said, "Anita has a special appreciation and understanding of our crafts and markets, and the business acumen and experience to sustain their growth and health. Look for exciting times ahead in Specialty Fiber." While Ligon is stepping down from her Editorial Director position, she remains with Interweave as a Creative Director and Founder.

Prior to her role at Handwoven, Anita served as a projects manager for the eMedia team, where she was instrumental in the development of Interweave's eMags, among many other major efforts in the digital world. At the same time, she has served as contributing editor to Handwoven and editor of WeavingToday.com, Interweave's online community for weaving enthusiasts.

- **Mark Fleetwood** was hired earlier this spring as **Consumer Marketing Director** from Summit Business Media, where he served as a Senior Audience Development Marketing Manager for three years. Over the course of his impressive career, Fleetwood has held many key management positions in Group Circulation and Newsstand departments at ST Media Group International, F + W Media, and Primedia, Inc. Fleetwood will report to Bob Kaslik, SVP Marketing & Communities at Interweave.

In the **Interweave Books** department, SVP Media & Development and Publisher John Bolton also announced:

- **Mary E. KinCannon** has been promoted to **Project Manager** and will now be reporting directly to Editorial Director Susanne Woods.
- **Julia Boyles** has been promoted to **Senior Designer** and will continue to report to Art Director Liz Quan.

For more information about job opportunities and current openings at Interweave visit:

<http://www.interweave.com/careers/>

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Websites

www.Interweave.com

www.InterweaveStore.com

About Interweave

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing – both print and digital, television programming, instructional videos, directories, eCommerce, events and workshops, and online communities. Interweave also licenses its magazine, book, and video content to media companies internationally. Interweave was acquired by Aspire Media in 2005. Founded in 1975 by Linda Ligon, she remains with the company as Creative Director and Founder and is a member of Interweave's board of advisors. The company is headquartered in Loveland, Colorado, with offices in Pennsylvania, Massachusetts, and New York. For more information about Interweave call (970) 613-4616, 800-272-2193 or www.interweave.com.

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