



NetGalley Announces Several Promotions; Archer now CTO of both NetGalley and Firebrand

FOR IMMEDIATE RELEASE

Newburyport, MA, October 2, 2017 —NetGalley, LLC, the company that provides publisher marketing services and secure, digital review copies to reviewers, media, librarians, booksellers and educators, today announced several internal promotions:

Lindsey Lochner has been promoted to VP, Marketing Engagement, reporting to Fran Toolan, CEO. Lochner is responsible for all NetGalley marketing and advertising services, as well as those provided by Bookish.com, which NetGalley acquired last year.

Tarah Theoret has been promoted to Director, Community Engagement, reporting to Lochner. Theoret will manage the reader communities for both NetGalley.com and Bookish.com.

Kristina Radke has been promoted to VP, Business Growth & Engagement, reporting to Toolan. Radke is responsible for all publisher acquisition and management for the NetGalley platform in the US, UK, Canada, and Australia, as well as overseeing partner relationships in Germany, France, and Japan.

Shane Archer, current CTO of NetGalley, has been promoted to CTO of both NetGalley, LLC and Firebrand Technologies. Relating to Archer's elevated status, **Israel Carberry** has been promoted to Engineering Manager of NetGalley, reporting to Archer.

"These promotions are recognition for many outstanding contributions to NetGalley and are testament to its growth in the past few years," commented Fran Toolan, CEO of both NetGalley and Firebrand Technologies. "NetGalley is poised for future significant growth, and this team will make it happen. I am especially excited about Shane's promotion as I see many opportunities for NetGalley and Firebrand to more closely collaborate on future projects."

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About NetGalley

NetGalley (www.netgalley.com) is an industry-standard service to help readers of influence discover and recommend new books to their audiences. NetGalley delivers secure, digital galleys to professional readers on behalf of over 300 publishers in North America, Australia, the UK, France and Germany, to help promote and market new books. NetGalley is part of Firebrand Technologies (www.firebrandtech.com), which provides leading software and services to help publishers achieve success.