



Firebrand Group Welcomes New CEO Angela Bole

FOR IMMEDIATE RELEASE

February 23, 2023—Firebrand Group (FBG), the book industry’s leading technology company for cutting edge software and services, announced today the official placement of Angela Bole in the role of Chief Executive Officer. [Her appointment to succeed previous CEO Fran Toolan was initially announced on June 9, 2022.](#) Since then, Ms. Bole has worked alongside Mr. Toolan, the FBG Board of Directors, and various members of the FBG management team to ensure a smooth transition.

Ms. Bole joins Firebrand Group—a collection of companies including Firebrand Technologies, NetGalley LLC, and Supadu Ltd—at a pivotal moment in the company’s 35 year history. Firebrand Technologies and NetGalley were acquired by Media Do International (MD-i), the US-based subsidiary of Japan’s Media Do Co., Ltd, in 2021; Supadu in 2022. Today, this unique collection of companies, now all co-located under the Firebrand Group umbrella, provides publishers with cohesive tools to effectively manage internal workflows, external marketing, and eventual sales.

Previous to Firebrand Group, Ms. Bole served as CEO of the Independent Book Publishers Association (IBPA). Throughout her time at IBPA her mission was “to lead and serve independent publishers through advocacy, education, and tools for success.” Ms. Bole is highly regarded in the book industry for raising the profile and visibility of the IBPA, and for encouraging book publishing best practices and the highest industry standards.

“We are excited to be joined by Angela Bole who will head up Firebrand Group,” says Daihei Shiohama, President and CEO of Media Do International, Inc. “We are fortunate to have secured Ms. Bole whose considerable experience and knowledge of the industry will take our family of companies forward in its next phase of development.”

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About the Firebrand Group – The Firebrand Group, consisting of Firebrand Technologies, NetGalley, and Supadu, provides leading software and services to help publishers achieve success. The Firebrand Group is owned by Media Do International Inc. (MD-i), the US-based subsidiary of Japan's Media Do Co., Ltd, one of the largest ebook distribution companies in the world retaining the largest share of Japan's ebook market. For more information, visit firebrandtech.com. For more information on Media Do's services and corporate divisions, visit mediado.jp/english.

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