

rob weisbach creative management

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MULTIMEDIA VETERAN MAY WUTHRICH TO JOIN ROB WEISBACH CREATIVE MANAGEMENT

New York, New York (January 26, 2010)—Rob Weisbach announced today that May Wuthrich will join Rob Weisbach Creative Management as a senior associate. Wuthrich is a veteran media executive whose career has spanned traditional print and digital book publishing, feature film development, and audio production.

Wuthrich will scout and develop her own clients for the company as well as contribute her expertise to support the company's mission to offer comprehensive development, representation, and strategic career management to writers, visual artists, designers, and editors. She will also continue to take on select audio projects as an independent producer/director.

Said Weisbach, "With more than twenty-five years in entertainment, May has developed and marketed premiere talent across multiple platforms as a literary scout, film development executive, audio producer, and book editor. Her rich experience across media and her proven passion and skill for developing talent will make May a superb literary manager and a terrific addition to our strategic team."

As Vice President of Development for **Robert De Niro's** Tribeca Productions, Wuthrich developed projects including *Analyze This*, *A Bronx Tale*, *Wag The Dog*, and *The Night We Never Met*. For **Alan J. Pakula**, she worked on *The Devil's Own* starring **Harrison Ford** and **Brad Pitt**, and developed scripts for other Pakula projects by **Richard Dooling**, **Buzz Bissinger**, **Donna Tartt** and **Doris Kearns Goodwin**.

As a literary scout, Wuthrich was Director of Scouting for Writers House and ran her own scouting agency, Gotham Scouting Partners, advising clients on American book acquisitions for foreign translation and film development. Her film clients included **George Clooney**, **Jonathan Demme**, **Marlo Thomas**, Columbia Pictures, and Fox Television; her publishing clients included those from Holland, Greece, Germany, Spain, Mexico and Japan.

At the Media Division of **HarperCollins**, Wuthrich worked on business development initiatives to produce, publish and distribute audio book, ebook and downloadable audio programs. She negotiated digital rights for children and adult titles; produced original audio content for distribution by HarperCollins.com, Audible.com, Fisher-Price, iAmplify, and others; and worked with such authors as **Jamie Lee Curtis**, **Jack Prelutsky**, **Francine Prose**, **Paulo Coelho**, **Luc Besson**, **Elmore Leonard**, and **Dennis Lehane**.

Wuthrich has produced author events and produced and directed audio programs for many bestselling, award-winning authors including 2009 NBA-winner **Phillip Hoose**, **Stuart Woods**, **Eric Jerome Dickey**, **Christopher Andersen**, **Anne Rivers Siddons**, **George Dawes Green**, **Bille Letts**, **Kurt Andersen**, and multiple titles by James Patterson. The audio book edition of Jacqueline Woodson's *Peace, Locomotion*, narrated by Dion Graham for Brilliance Audio and directed by Wuthrich was recently named a recipient of the prestigious Odyssey Honor Award.

Wuthrich has also worked selectively with authors as an editor and writing coach and taught the basics of screenwriting at NYU's School of Continuing Education. She is a member of the Women's Media Group and has served on its Board of Directors.

Wuthrich can be reached at mav@robweisbach.com

About Rob Weisbach Creative Management

Over the course of his twenty-year career in entertainment as an editor, publisher and executive, Rob Weisbach has developed and promoted a diverse range of high-caliber talent including *New York Times* bestselling authors **Jon Stewart**, **Jerry Seinfeld**, **Brad Meltzer**, **Whoopi Goldberg**, **Ellen DeGeneres**, **A.J. Jacobs**, **Bob Schieffer**, **Anthony Rapp**, **Paul Reiser**, **Plum Sykes** and **Kathy Freston**; US Poet Laureate **Robert Pinsky** and Pulitzer Prize-winner **Lucinda Franks**; literary stars **A.M. Homes**, **Bruce Wagner**, **Vincent Lam**, and **Elissa Schappell**; filmmakers **Tim Burton** and **Ethan Coen**; rights advocates **Karenna Gore Schiff** and **Evan Wolfson**; *SPY* magazine creators **Graydon Carter**, **Kurt Andersen**, and **George Kalogerakis**; photographer **Chester Higgins, Jr.**, painter and nature writer **James Prosek**, and chef **Padma Lakshmi**.

Launched in spring 2009, Rob Weisbach Creative Management re-conceives the traditional literary agency as a cross-training development company—one that works with new and established talent on all aspects of career building. The company helps artists fully develop their creative potential, represents their work aggressively across all formats including film and television, trains them for media and pursues national exposure on their behalf, and builds an overall strategic plan for self-promotion, long-term financial stability and a sustained creative life in the arts.

In addition to providing comprehensive career representation for its primary clients, Rob Weisbach Creative Management also offers customized services for artists who are otherwise represented, from editorial consultation and media training, to individualized marketing and publication plans. The company's associates represent their own clients as well as provide unique professional expertise to support the company's cross-training mission. This virtual team operates independently but in collaboration—lean, nimble and fully functional for these times, connected by a phone, a laptop, and a shared purpose.

For more information about the company, please visit www.robweisbach.com

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