

rob weisbach creative management

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PUBLISHING VETERAN ROB WEISBACH TO LAUNCH NEW GENERATION MANAGEMENT COMPANY

**Rob Weisbach Creative Management to offer comprehensive
development, representation, and strategic career management
for writers, visual artists, designers, and editors.**

New York, New York (March 4, 2009)—With two decades of experience in entertainment as a publisher and promoter of bestselling, high-quality talent and content, Rob Weisbach announced today the launch of a new generation management company.

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

Over the course of his career Weisbach has developed and published a diverse range of high-caliber talent including *New York Times* bestselling authors **Jon Stewart, Brad Meltzer, Jerry Seinfeld, Whoopi Goldberg, Ellen DeGeneres, Paul Reiser, A.J. Jacobs, Bob Schieffer, Anthony Rapp, and Kathy Freston**; US Poet Laureate **Robert Pinsky** and Pulitzer Prize-winner **Lucinda Franks**; literary stars **A.M. Homes, Bruce Wagner, and Elissa Schappell**; filmmakers **Tim Burton and Ethan Coen**; rights advocates **Karenna Gore Schiff and Evan Wolfson**; photographer **Chester Higgins, Jr.**, painter and nature writer **James Prosek**, and chef **Padma Lakshmi**.

In July 2008, Weisbach represented his first project as agent, the highly publicized and fiercely pursued literary survival memoir *Crazy for the Storm* by **Norman Ollestad**, selling world rights to HarperCollins's Ecco imprint. The memoir has been sold around the world and will be published in the US in June, 2009.

Said Weisbach, “My mother and father, a psychologist and an editor, instilled in me the importance of marshalling one’s intellect, compassion, and will to help others achieve their aspirations. For twenty years, my professional life as a publisher has been devoted to promoting my authors’ talents. That hands-on experience, along with relationships I’ve built in national media, film, and television, now will enable me to offer my clients sophisticated, broadly informed representation from the other side of the desk.”

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In addition to providing comprehensive career representation for its primary clients, Rob Weisbach Creative Management will also offer customized services for artists who are otherwise represented, from editorial consultation and media-training, to individualized marketing and publication plans.

The company will expand to include satellite co-agents who will represent their own clients as well as provide unique professional expertise—in dramatic and foreign rights, publicity, editorial, and online marketing—supporting the company’s cross-training mission. This virtual team of experts will operate independently but in collaboration—lean, nimble and fully functional for today’s world, connected by a phone and a laptop and a shared purpose.

“In these times, more than ever, creative artists will need to become the architects of their own success,” Weisbach added. “Over the years I’ve experienced great satisfaction from helping authors shape their work, focus on what they can do independently to ensure exposure in the marketplace, develop opportunities for themselves beyond the book page, and think beyond the traditional limits of publishing to build an audience in the digital age. Now, I’m looking forward to discovering and developing a new stable of distinctive, dynamic talent and empowering them to marry a rich creative life with good business strategy.”

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“Rob Weisbach was the perfect editorial foil. He provided the structure that allowed for maximum creative freedom all the while sticking to a schedule he had convinced me was working at ‘my own’ pace.” –**Jon Stewart**, *New York Times* bestselling author of *Naked Pictures of Famous People* and *America (The Book)*

"Rob launched my career, not just by taking a gamble on me and publishing me with cutting edge creativity and fearlessness, but also by making me a true partner in the process. Much of what I've learned about great storytelling and savvy promotion started with Rob and I will always be grateful for it. He is a true visionary and his commitment to his authors can't be overstated." –**Brad Meltzer**, *New York Times* bestselling author of *The Tenth Justice* and *The Book of Lies*

“Rob Weisbach is one of the most dynamic archeologists of new literary talent. A thoroughly contemporary editor and publisher, he promotes his discoveries with irresistible vigor. But Rob also harkens back to a gentler time, conjuring the lost days of Max Perkins. Like Perkins, Rob patiently nurtures his writers, lifts them up when they are down and ultimately teases out the best—and better—from them. His rise to prominence has been the good fortune of writers and publishers everywhere.” –**Lucinda Franks**, *Pulitzer Prize-winning author of My Father’s Secret War*

“Rob Weisbach is a visionary, and—to paraphrase Butch Cassidy—the rest of the world is wearing bifocals. Rob discovered me, nurtured my writing, and expertly guided me through creative and career decisions. Without him, I don't think I'd be making my living as a writer today.” –**A. J. Jacobs**, *New York Times* bestselling author of *The Know-it-All* and *The Year of Living Biblically*

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Rob Weisbach attended Phillips Academy Andover and Stanford University, where he studied American literature and poetry. Weisbach began his publishing career as an editorial assistant at Bantam Doubleday Dell in 1989 and was named Senior Editor in 1992. There he published three consecutive #1 *New York Times* bestsellers: *Seinlanguage* by **Jerry Seinfeld**; *Couplehood* by **Paul Reiser**; and *My Point...And I Do Have One* by **Ellen DeGeneres**. His other titles at BDD included *Feeling the Spirit* by *New York Times* photographer **Chester Higgins, Jr.** and *Alice*, an urban fairy tale by **Whoopi Goldberg**.

In 1996 Weisbach was named President and Publisher of Rob Weisbach Books at William Morrow, where he oversaw the editorial, publicity, and sales strategy for a list of highly original fiction and nonfiction. The imprint's first title, *The Tenth Justice*, launched the career of lawyer turned novelist **Brad Meltzer** and became an instant *New York Times* bestseller, as did *Babyhood* by **Paul Reiser** and *Book* by **Whoopi Goldberg**. Other bestselling and critically acclaimed writers Weisbach published at the imprint included *The Daily Show*'s **Jon Stewart**; literary fiction stars **A.M. Homes**, **Dale Peck**, and **Amanda Davis**; director and screenwriter **Ethan Coen**; humorist **Sandra Bernhard**; painter and nature writer **James Prosek**; and U.S. Poet Laureate **Robert Pinsky**.

Rob Weisbach Books received industry honors for innovation in marketing and jacket and catalogue design. The imprint also became known for reaching the next generation of readers through its *Virgin Fiction* series for first-time writers and cutting edge visual books including *The Pop-Up Book of Phobias*; **Tim Burton**'s cult classic *The Melancholy Death of Oyster Boy*; and the companion to **Jonathan Larson**'s Pulitzer Prize-winning musical *Rent*. Other imprint titles included *The Nazi Officer's Wife*, the Holocaust memoir by **Edith Hahn**; *Openly Bob*, the award-winning collection of essays by pioneer gay comedian **Bob Smith**; and *Use Me*, the acclaimed literary fiction debut of *Vanity Fair* contributor **Elissa Schappell**.

In 2002 Weisbach was named Vice President and Editor-at-Large at Simon & Schuster. There he developed cross-platform projects with other divisions of parent company Viacom and published select fiction and nonfiction titles with the Simon & Schuster adult trade division, among them the *New York Times* bestsellers *The Know-It-All* by *Esquire* contributor **A.J. Jacobs**; *The Funny Thing Is...* by **Ellen DeGeneres**; and *Without You* by **Anthony Rapp**.

In 2005 Weisbach was named to the dual role of President and CEO of Miramax Books and President and CEO of The Weinstein Company's new book division. There he oversaw the publication of the existing Miramax Books list and built a new infrastructure and publishing program for Weinstein Books. Miramax Books titles he published included *New York Times* bestsellers *The Debutante Divorcee* by **Plum Sykes** and *Ptolemy's Gate* by **Jonathan Stroud** as well as *Lighting the Way* by **Karena Gore Schiff**, *My Father's Secret War* by Pulitzer Prize-winning journalist **Lucinda Franks**, and *SPY: The Funny Years* by **Graydon Carter**, **George Kalogerakis**, and **Kurt Andersen**. Weinstein Books titles included the Giller Prize-winning *Bloodletting and Miraculous Cures* by **Dr. Vincent Lam**; the *New York Times* bestseller *Quantum Wellness* by **Kathy Freston**; *The Gift of Rain*, the Man Booker-nominated literary debut by **Tan Twan Eng**; *We Bought a Zoo*, a family memoir by *Guardian* columnist **Benjamin Mee**, and *The Journal of Helene Berr*, the recently discovered Holocaust diary published in fifteen countries in fall 2008. ###