

rob weisbach creative management

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RICHARD FLOREST TO JOIN ROB WEISBACH CREATIVE MANAGEMENT AS SENIOR ASSOCIATE

New York, New York (February 6, 2012)—Rob Weisbach announced today that Richard Florest will join Rob Weisbach Creative Management February 15 as a senior associate.

Florest will develop and represent his own clients for the company as well as contribute his editorial and digital expertise in support of the company's mission to offer comprehensive development, representation, and strategic career management to writers and artists.

Florest joins Rob Weisbach Creative Management from Open Road Integrated Media, where he has been Director of Acquisitions, Author Brands. Among his ebook projects at Open Road are the works of literary icon Hubert Selby, Jr. and *New York Times* bestselling horror writer Robert R. McCammon.

Florest started his publishing career at the Kneerim & Williams literary agency in Boston before assuming editorial roles at Penguin Group, Miramax Books, and The Weinstein Company, where he published critically acclaimed and bestselling fiction and nonfiction including Tan Twan Eng's Man Booker Prize-nominee *The Gift of Rain*, Sergei Lukyanenko's internationally bestselling *Night Watch* series, and Tom Folsom's *New York Times* bestseller *The Mad Ones*.

Said Weisbach, "Rich brings a sharp eye for literary talent, a widely-admired skill for nurturing authors, and fresh experience from the rapidly developing digital frontier—attributes that will provide significant value to the company and its clients. His exposure to the print, film, and digital media and his passion for great storytelling ensure that Rich will make a versatile, forward-thinking literary manager and a terrific addition to our strategic team."

(more)

About Rob Weisbach Creative Management

Launched in 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.

Rob Weisbach Creative Management represents *New York Times* bestselling memoirists **Norman Ollestad**, **Melissa Coleman**, and **Lauren Manning**, Caldecott Honor-winning children's book author and illustrator **John Rocco**, **Francis Slakey**, The Upjohn Lecturer on Physics and Public Policy at Georgetown University, *USA Today* travel columnist **William J. McGee**, and *Glee* star **Chris Colfer**, among many others.

Over the course of his twenty-three 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**.

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

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