

# rob weisbach creative management

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**ERIN L. COX**

**DAVID GROFF**

**JAKE BAUMAN**

## **TO JOIN ROB WEISBACH CREATIVE MANAGEMENT**

### **Publicity and Advertising, Editorial, and Film Development Vets Will Identify, Develop, and Promote Talent for New Generation Management Company**

New York, New York (June 30, 2009)—Rob Weisbach announced today that Erin L. Cox, David Groff, and Jake Bauman will join Rob Weisbach Creative Management as senior associates. Cox, Groff, and Bauman will work with their own clients as well as contribute their expertise to support the company’s mission to offer comprehensive development, representation, and strategic career management to writers, visual artists, designers, and editors.

The expansion of the company to include senior associates comes as Weisbach’s first client, Norman Ollestad, hits *The New York Times* Bestsellers List July 5 with his literary survival memoir *Crazy for the Storm*. Weisbach sold world rights to HarperCollins’s ECCO imprint. The book has been chosen by Starbucks as their summer selection and optioned by Warner Brothers for film.

Weisbach said, “I’ve always admired the work of Erin, David, and Jake. Each brings to the company distinct expertise—in promotion, editorial, and dramatic development. At the same time, they share several qualities invaluable to the business: a seasoned eye for identifying and positioning talent; a skill for nurturing artists and their work; and a palpable entrepreneurial drive. Their intelligence, range of experience, and passion for quality will be a significant asset to the company and its clients.”

**Erin L. Cox** will develop and represent writers for the company, provide publicity expertise to company clients, offer individualized publicity and promotion services for outside clients, and work with corporate clients including Conde Nast Digital and the Frankfurt Book Fair. Erin was most recently Book Publishing Director at *The New Yorker* where she oversaw book advertising and developed support for books on the business and editorial sides of the magazine. Erin generated new promotional opportunities and partnerships between publishers and iconic brands including Saks Fifth Avenue, Mont Blanc, and Eileen Fisher, and new promotional opportunities through *The New Yorker* Book Club, email newsletter campaigns, expanded review coverage, and author event programming.

Erin began her career in book publishing in 1999 in the publicity department at Scribner, where she worked with *New York Times* bestselling authors Frank McCourt, Linda Fairstein, Kathy Reichs, and Al Roker, and critically-acclaimed writers Colm Toibin, Meg Wolitzer, Maile Meloy, and Adrian Nicole LeBlanc. In addition to creating and implementing traditional book campaigns, Erin also worked on the publicity team responsible for innovative e-book initiatives for Stephen King and Robert Jordan. In 2005, Erin was named Associate Director of Publicity at HarperCollins, where she worked on bestsellers by Michael Crichton, Lisa Scottoline, Janet Evanovich, and Tony Hillerman, among others.

Erin can be reached at [erin@robweisbach.com](mailto:erin@robweisbach.com)

**David Groff** will scout and develop fiction and nonfiction writers for the company, provide editorial expertise to company clients, and offer editorial services to outside clients. David is a veteran book editor, creative writing professor, and published poet with more than twenty-five years experience in the publishing business. As a senior editor at Crown he acquired and edited such celebrated authors as Dave Barry, Jim Dwyer, Patrice Gaines, and Colin Harrison. As an independent editor and publishing consultant he has worked directly with authors, literary agents, and publishers. Writers whose books he edited have been published by Basic, Crown, HarperCollins, Miramax Books, William Morrow, and Wiley, among other houses, and several of his authors—including Homer Hickam, Gregory Maguire, and Christopher Rice—have become *New York Times* bestsellers. Along with his work with Rob Weisbach Creative Management, David will continue to work with his outside authors.

David has taught at the University of Iowa, New York University, and Rutgers, and has led seminars in publishing at the New School, The University of Pennsylvania, and Poets House. An award-winning writer and poet, David is the recipient of the National Poetry Series prize for his book *Theory of Devolution*. A graduate of Princeton and the Iowa Writers Workshop, he currently teaches creative writing in the MFA program of the City College of New York.

David can be reached at [david@robweisbach.com](mailto:david@robweisbach.com)

**Jake Bauman** will develop and represent authors and screenwriters for the company and provide film and television expertise to company clients. Most recently, Jake was Director of Development at The Weinstein Company where he scouted film projects and helped acquire and develop *The Silver Linings Playbook* by Matthew M. Quick (adapted by David O. Russell), *The Alchemist* by Paulo Coelho, *Locke & Key* by Joe Hill, and *Artemis Fowl* by Eoin Colfer.

Jake started his career in film at Dreamworks-based production company Wild Child Films as an assistant, where he worked on book-to-film projects including *The Lovely Bones*, Booker Prize winner *Vernon God Little*, and *Our Lady of the Forest*. Later he joined Sony-based Laura Ziskin Productions as a literary scout, where he helped acquire and develop such projects as the *New York Times* bestselling *The Spellman Files* by Lisa Lutz.

Jake can be reached at [jake@robweisbach.com](mailto:jake@robweisbach.com)

(more)

## 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 pursue 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 will represent their own clients as well as provide unique professional expertise to support the company's cross-training mission. This virtual team 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.

For more information about the company, please visit [www.robweisbach.com](http://www.robweisbach.com)

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