

CINDY ENG

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SUMMARY OF QUALIFICATIONS

Children's Publishing Executive with 12 years' progressive experience driving revenue growth through creative development and alliances with leading brands. Numerous titles under management are award-winning and bestselling. Author of *Bee Mine*. Demonstrated areas of expertise include:

Brand Licensing
Project Acquisition
New Market Development
Backlist Management

Pop-Up Market
Formats & Series
Repackaging & Revitalization
Team Building & Leadership

PROFESSIONAL EXPERIENCE

Simon & Schuster, Inc. 1999–Present
Vice President & Editorial Director, Little Simon and Little Simon Inspirations
(2001–Present)
Editorial Director, Little Simon & Rabbit Ears (1999–2001)

Charged with identifying business opportunities and new markets and revitalizing existing lines. Accountable for overseeing the juvenile novelty division of Simon & Schuster as well as launching a new imprint, Little Simon Inspirations, in Spring 2005. Annual publishing list includes 80 projects per year (original and packager acquisitions).

Management duties include the development and growth of the merchandise and trade novelty imprints, meeting and superseding annual budgeted revenues and goals, supervision of staff reports, overseeing the imprints' backlist inventory and reprints, and coordinating publishing lists with S&S UK. Editorial duties include seeking out and signing new authors and illustrators, creating formats and series, and acquiring branded and non-branded projects. As Editorial Director of Rabbit Ears, also oversaw audio imprint.

- Grew total sales 45% during tenure with 62% frontlist and 36% backlist increases.
- Leveraged mastery of the children's pop-up industry to foray into the development of pop-up books for the adult market.
- Negotiated and/or managed successful licensing deals with Matchbox, Hot Wheels, Crayola, Alfred Hitchcock, Peanuts, Cheerios, Oreos, Sun-Maid Raisins, OshKosh B'Gosh, Raggedy Ann & Andy, Richard Scarry, Bubblegum, Milky Pens, and Lionel Trains.
- Sold 1.7 million Peanuts books to date.
- Acquisition revenues exceeded imprint goals and contributed to overall children's sales of \$141MM last year.
- Developed a 32-book program for the previously untapped Dollar Stores market which resulted in 800M units of new business.
- Hired Max Lucado to endorse Little Simon Inspirations, the first religious trade book line for children from a major publisher.

HarperCollins Publishers, Inc. 1997–1999
Executive Editor, HarperFestival & HarperChildren's Audio

Managed the branded program, line extension, novelty, and audio imprints of the juvenile division of HarperCollins. Accountable for the financial and creative growth of the imprints and the supervision of staff reports. Acted as in-house licensing consultant.

- Edited and developed multi-format book lines such as *Stuart Little* (movie tie-ins), *Biscuit*, and *Paddington Bear*.
- Repackaged bestsellers such as *Goodnight Moon* and *Charlotte's Web*.
- Acquired interactive, book-plus projects from authors, illustrators, agents, and packagers.
- Served as key scout for the Frankfurt and Bologna book fairs.
- Exceeded imprint goals by 70% with first year project acquisitions.

Random House, Inc. 1993–1997
Director of Licensing, Books for Young Readers

Directed the licensing team for the juvenile division of Random House with an average publishing list of 25-30 titles per year in multiple formats. Management duties included supervising editorial support staff. Created and edited multi-book tie-in programs.

- Scouted new properties at Toy Fair, the Licensing Show, and various trade shows in California, resulting in the acquisition of the Thomas the Tank Engine brand.
- Negotiated publishing deals with film and television studios, licensing agents, toy manufacturers, and authors.
- Served as the liaison for Random House's Los Angeles entertainment division, leading to the co-creation of the *Star Wars* prequel proposal.

Penguin Putnam, Inc. 1992–1993
Assistant Editor, Price Stern Sloan (PSS)

Acquired and edited trade/humor books and calendars for the adult division. Developed book concepts, wrote copy, and evaluated proposals.

RGA Publishing Group, Inc./Lowell House 1992
Editorial Assistant, Juvenile Division

Coordinated science, activity, and photo board book projects. Copyedited, proofread, and wrote back cover and proposal copy for a small juvenile book packager.

EDUCATION

B.A., English/Creative Writing—Thematic Honors Program 1992
 University of Southern California

Certificate, Rice University Publishing Program Summer 1991