



PO Box 91869, Austin, TX 78709
512-891-6100
@GreenleafBookGr
www.greenleafbookgroup.com

MEDIA CONTACT:

Emilie Lyons - (512) 891-6100
elyons@greenleafbookgroup.com

FOR IMMEDIATE RELEASE

The Digital Helix Hits the Wall Street Journal Best Seller List

October 13, 2017 (Austin, TX): *The Digital Helix* (Greenleaf Book Group Press) by Michael Gale and Chris Aarons debuted at #7 in the Hardcover Business category on *The Wall Street Journal* Best Seller List. In *The Digital Helix*, authors Michael Gale and Chris Aarons explain the specifics of digitally transforming your organization. For *The Wall Street Journal* official listing, please visit: <https://www.wsj.com/articles/best-selling-books-week-ended-oct-8-1507913917>

Michael Gale founded Strategic Oxygen in 2001, which was widely seen as one of the technology industry's primary data toolset for marketers, used by over 20 brands and used to model over \$4 billion in marketing and sales investments. The company was sold to Monitor Group, where he was a group partner from 2006 to 2010. In 2011, he became a partner at Pulsepoint Group, a digital consulting company, which was acquired by ICF in 2015. Michael has also served as chief web officer and GM at Micron Technology and was the vice president of Worldwide brand research at IntelliQuest.

Chris Aarons has helped launch dozens of companies and products using a unique mix of digital, sales, and marketing strategies. At Pulsepoint Group, Chris helped leading organizations become digital in both their practice and delivery. In 2006, he launched one of the first social media departments at AMD and later wrote the book *Social Media Judo: The Essential Guide to Mastering Social Media and Delivering Real Results*. Chris also teaches digital marketing at the University of Texas at Austin and has won numerous awards for his digital programs while working for clients such as Adobe, Amazon, AMD, Cisco, Dell, HP, LG, Microsoft, Philips, and others.

About Greenleaf Book Group:

Greenleaf Book Group is a publisher and distributor best known for its innovative business model, distribution power and award-winning designs. Named one of the fastest-growing companies in the United States by Inc. magazine, it has represented more than 1,000 titles, including over 30 that have hit The New York Times, The Wall Street Journal or USA Today Best Seller lists. You can learn more about Greenleaf at www.greenleafbookgroup.com.

For more information or to schedule an interview with CEO Tanya Hall, contact Emilie Lyons at elyons@greenleafbookgroup.com or 512-891-6100.