



# GREENLEAF BOOK GROUP LLC

PO Box 91869 · Austin, Texas · 78709 · P: 512-891-6100 · F: 512-891-6150

[www.greenleafbookgroup.com](http://www.greenleafbookgroup.com) · [www.bigbadbookblog.com](http://www.bigbadbookblog.com)

---

**MEDIA CONTACT:**

Angela Alwin - (512) 891-6100  
AAalwin @ greenleafbookgroup.com

**FOR IMMEDIATE RELEASE**

## **Greenleaf Book Group Founder Clint Greenleaf moves to Chairman, names Tanya Hall as Chief Executive Officer**

September 3, 2013, Austin TX – Greenleaf Book Group today announced that effective January 1, 2014, Greenleaf Founder and Chief Executive Officer Clint Greenleaf will become Chairman and current Greenleaf Chief Operating Officer Tanya Hall will become Chief Executive Officer. Mr. Greenleaf has served as CEO since the company’s inception in 1997.

“In her nine-plus years at Greenleaf, Tanya has proven her skills for driving profitable growth and building Greenleaf’s reputation for quality and service,” said Clint Greenleaf. “Her vision and drive make her a natural fit to build on Greenleaf’s growth as CEO while I focus on strategic partnerships, business development, and author acquisitions in the chairman role.”

“It’s an honor and a privilege to follow Clint in the CEO role at Greenleaf,” Tanya Hall said. “We are uniquely positioned for growth and have amazing in-house talent to continue our push to connect audiences and creators through exceptional content.”

Prior to her current role, Hall built Greenleaf’s distribution program into major retail channels. Before joining the publishing industry, she worked in digital media and as a television producer for Extra! and E! Cable Networks.

Clint Greenleaf, the founder of Greenleaf Book Group, grew the firm from zero to \$12 million in revenue during his tenure, made the Inc. 500 list and published 27 NY Times and WSJ Bestsellers. He sits on the University of Texas Libraries Board, the CNN Money Small Business Board of Directors, and is a regular guest on the Fox Business Network.

###

### **About Greenleaf Book Group:**

[Greenleaf Book Group](http://www.greenleafbookgroup.com) 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 more than 20 that have hit the New York Times, Wall Street Journal or USA Today bestseller lists. You can learn more about Greenleaf on its website <http://www.greenleafbookgroup.com> and blog <http://www.bigbadbookblog.com>.

**For more information or to schedule an interview, contact Angela Alwin at 512-891-6100 or  
AAalwin @ greenleafbookgroup.com.**