

## ROBIN CRUISE

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**WHAT I BRING** Expertise • Quality • Integrity • Creativity • Commitment • Versatility

**WHO I AM** Highly skilled researcher, writer, editor, and project manager • Children's book author and literacy advocate • Experienced publishing professional • Proven leader, innovator, and contributor • Strategic, results-oriented executive

**WHERE I'VE BEEN** **Red Pencil Consulting, Seattle, Washington**

**11/2011–current** *Principal: Publishing Strategies and Content Development*  
Research, writing, editing, design/layout input, and project management

**7/2008–7/2012** **becker&mayer! Book Producers, Bellevue, Washington**

**11/2011–7/2012** *Associate Publisher/Content Development, Book Group*

- Set and led efforts to uphold the standard for content quality of all books and related materials developed and delivered by the book group.
- Contributed as executive team member to budgeting and reforecasting for annual lineup of 200+ adult and children's projects (original and reprints) and longer-term business goals.
- Partnered with executive team members in developing, implementing, monitoring, and adapting key company-wide business-development initiatives in sync with budgetary goals.
- Teamed with president/publisher, chief operating officer, associate publisher/business development and licensing, and sales colleagues to build product lineup in sync with annual budgetary goals and longer-term strategies.
- Served as liaison with key publishing partners for issues pertaining to scheduling, delivery, and content quality of all book projects.
- Directed creative efforts of 18 in-house editorial, image research, and design contributors, with three creative group managers as direct reports.
- Collaborated with colleagues in managing editorial, product development, production, sales, and marketing groups to ensure the timely delivery of high-quality books and related materials.

**7/2008–11/2011** *Associate Publisher, Juvenile Book Group*

- As detailed above, though for children's projects only.
- Introduced editorial manager, design manager, and production editor positions within the juvenile staffing framework, mentoring and supporting those contributors.
- Led efforts to assess, refine, and formalize work-flow processes among the creative groups to improve quality, efficiency, and collaboration.
- Expanded stable of skilled copy editors, proofreaders, and other freelance contributors.

**1/2008–7/2008** **Houghton Mifflin Harcourt/Trade Division, Boston, Massachusetts**

*Deputy Publisher/Executive Managing Editor, Children's Books Division*  
(transition position in San Diego, following corporate Houghton-Harcourt merger)  
• See details below, for same position with Harcourt Trade Publishers.

**2/1993–1/2008** **Harcourt Trade Publishers, San Diego, California**

**1/2003–1/2008** *Deputy Publisher/Executive Managing Editor, Children's Books Division*

- Set and led efforts to uphold the standard for content quality for all books, catalogs, and related materials developed and delivered by the children's books division.
- Contributed as management team member in budgeting and reforecasting for annual lineup (spring and fall lists) of children's publishing plan and longer-term business goals.
- Collaborated with management team members in developing, implementing, tracking, and adapting company-wide business-development initiatives in sync with budgetary goals.
- Partnered with trade publishing president, children's books publisher and editorial directors, and sales and marketing directors to build and shape the children's publishing plan in sync with annual and longer-term budgetary goals.
- Collaborated with colleagues in editorial, design, production, marketing, sales, inventory, reprints, and customer service to ensure the timely delivery of 250+ original titles (plus reprints) in diverse formats and related marketing/sales materials each year.

## WHERE I'VE BEEN

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1/2003–1/2008

(continued)

**Harcourt Trade Publishers, San Diego, California**

**Deputy Publisher/Executive Managing Editor, Children's Books Division**

- Assumed lead role, working with managers in all work groups, to improve communication, streamline schedules, and uphold quality while ensuring the timely publication of budgeted titles and delivery of related marketing/sales materials.
- Directed four managing editors, including three direct reports.
- Partnered with renowned children's books author and audio content developer/producer to develop, launch, and deliver program of high-quality unabridged audiobooks for children as a new revenue stream in the trade market.

2/1993–1/2003

**Managing Editor, Children's Books Division**

- See above (first three strategic/management responsibilities do not apply).
- Collaborated with colleagues in editorial, design, production, marketing, sales, inventory, reprints, and customer service to ensure the timely delivery of 200+ original titles (plus reprints) in diverse formats and related marketing/sales materials each year.
- Partnered with Harcourt School Publishers to develop, launch, and deliver successful program of high-quality beginning readers as a new revenue stream in the trade market.
- Expanded department from two to four managing editors as children's business grew.
- Expanded stable of skilled copy editors, proofreaders, and other freelance contributors.
- Assessed and refined work flow and developed/implemented/documented new processes among work groups; developed and implemented house style guide and jacket/cover/front matter templates for all formats.
- Honored with President's Circle of Excellence Award for outstanding contributions.

1/1991–7/1992

**Golden Door/Rancho La Puerta, Escondido, California/Tecate, Mexico**

**Marketing and Communications Manager**

- Created and supervised in-house marketing department (staff designer, photographer, print/production coordinator, and marketing assistant) to handle all publicity, media relations and scheduling, marketing, and printed materials for two world-class health-and-fitness resorts.

9/1982–6/1989

**Rocky Mountain News, Denver, Colorado**

**Assistant Editor/Reporter, Arts and Entertainment**

- Contributed as dining/food critic while also writing features, interviews, reviews, and news stories for major metropolitan daily newspaper and weekly *Weekend* magazine.

## ON MY OWN TIME

- Agented children's book author, with published titles including: *Only You*, *The Top-Secret Journal of Fiona Claire Jardin*, and *Fiona's Private Pages* (Harcourt Children's Books); *Little Mamá Forgets* and *Bartleby Speaks!* (Farrar, Straus and Giroux). Published titles also include elementary-age readers/texts for Harcourt School Publishers, McGraw-Hill, Pearson Education, TIME for Kids, the Wright Group, and other educational publishers.
- Member of and presenter for the Society of Children's Book Writers and Illustrators.
- Children's books/literacy advocate, with volunteer work and special events/appearances for schools, libraries, and bookstores throughout Seattle and San Diego; guest author/contributor with the Juvenile Court Book Club, San Diego.
- Devoted to reading, yoga, hiking, walking, cooking/dining, traveling, and celebrating, exploring, and sharing adventures with family and friends.

## WHERE I'VE STUDIED

- **Stanford Professional Publishing Course**, Stanford University; Palo Alto, CA
- **Radcliffe Publishing Procedures Course**, Harvard University; Cambridge, MA
- **Contributor in Fiction/Bread Loaf Writers' Conference**; Middlebury, VT
- **Certificate Program in Graphic Design**, Northeastern University, Boston, MA
- **A.B. with High Honors (American Studies)**, Middlebury College; Middlebury, VT

*For additional professional context, see my profile on LinkedIn!  
[linkedin.com/in/robincruise](https://www.linkedin.com/in/robincruise)*