



ABRAMS

For Immediate Release  
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## **ABRAMS APPOINTS TONI MARTINEZ AS VICE PRESIDENT, PEOPLE TO LEAD HUMAN RESOURCES**

New York, NY [January 7, 2025] – Mary McAveney, Abrams President and CEO, has appointed **Toni Martinez as Vice President, People** to lead Human Resources and accelerate Abrams' strategic growth initiatives. In this role reporting to McAveney, Martinez will drive organizational transformation as Abrams expands its leadership in illustrated books, comics and graphic novels, and children's and young adult publishing across global markets and digital platforms.

Martinez brings over twenty years of HR expertise from major media companies including Tribune Publishing (Chicago, IL), Fuse Media (New York, NY), and MTV Networks (New York, NY). Her track record includes successfully scaling creative organizations, building high-performance teams, and developing talent strategies that drive innovation and market leadership.

"I am thrilled to welcome Toni as our VP of People," said McAveney. "As we accelerate our digital transformation and expand into new markets, Toni's expertise in organizational development and talent strategy will be instrumental in achieving our ambitious growth objectives while preserving our creative culture."

"I am honored and excited to join Abrams," commented Martinez. "In today's rapidly evolving publishing landscape, having the right talent and organizational capabilities is critical to success. I look forward to partnering with the incredible team at Abrams to drive innovation and market leadership through people-centered strategies."

### **About Abrams**

Founded in 1949, ABRAMS was the first company in the United States to specialize in publishing art and illustrated books. The company continues to publish critically acclaimed and bestselling works in the areas of art, photography, cooking, craft, comics, interior and garden design, entertainment, fashion, and popular culture as well as narrative nonfiction and new works of fiction for adults; children's books ranging from middle grade to young adult fiction to picture books to board books. ABRAMS creates and distributes brilliantly designed books with the highest production values under the following imprints: Abrams; Abrams ComicArts; Megascope; Surely Books; Abrams Image; Abrams Press; The Overlook Press; The Taunton Press; Cernunnos; Cameron + Company; Abrams Books for Young Readers; Amulet Books; Abrams Appleseed; and Magic Cat. ABRAMS also distributes books for Booth-Clibborn Editions, Bungie, Alain Ducasse Édition, Éditions de La Martinière, Editions BPI, Enchanted Lion Books, Familius, Getty Publications, Global Golf Group, Lucky Spool, Milky Way Picture Books, Red Comet Press, The Museum of Modern Art, SelfMadeHero, Skittledog, Tate Publishing, V&A Publishing, and The Vendome Press.

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