

MARK ROTELLA

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Author at Farrar, Straus & Giroux | Senior Editor at Publishers Weekly

Senior member of the editorial team at Publishers Weekly; former National Book Critics Circle Chair and Judge.

Author whose books have earned praise including a “Best Book of the Year” (*Travel & Leisure*) and “New and Noteworthy” (*New York Times*). Writing spans essays, reviews and interviews as well as feature articles on food, travel, and culture in media outlets such as the *New York Times*, *Washington Post*, *Vanity Fair*, *National Public Radio*, and *CBS*.

Teaching experience includes 5 years of conducting classes and workshops for MFA students at Columbia University.

Digital media expertise includes launching strategic initiatives for PublishersWeekly.com as well as a podcast hosting and production.

EXPERIENCE

PUBLISHERS WEEKLY | New York, NY

SENIOR EDITOR | 2006-present

Led content and delivery innovations to boost reader engagement. Publishers Weekly (PW) has expanded and evolved its format and content to include a digital platform and streaming audio, with PW.com now earning more than 2 million pageviews per month. Identify, assign and edit book reviews and interviews with well-known authors. Supervise >40 freelance reviewers and a team of copy editors.

- **Played key role in boosting website engagement with the 2019 launch of a digital-first daily Book Review initiative** that helped propel pageviews to 1 million per month for Book Review section. Oversaw rollout of daily book reviews for PW website. Currently direct workflow, deliverables and editing for reviewers, managing the change in turnaround time from a weekly to a daily cadence while maintaining quality.
- **Co-created PW’s first streaming audio series.** Wrote proposal, led a partnership with Sirius XM, co-hosted series on Sirius and migrated to a podcast format in 2016. Hosted and produced the series, branded as *Publishers Weekly Insider / PW Radio*, which featured interviews with influential authors, agents, and book publishing professionals, including Jenny Lawson, Wil Haygood, Tana French, Gay Talese, Ilyasah Shabazz, Isabel Allende, Masha Gessen, Armistead Maupin, Joshua Ferris, and Min Jin Lee.
- **Redesigning of the Book Review section of PW magazine**, working with senior review staff to re-imagine both the strategy and user experience for the section, the most viewed and read across the PW brand (online and print). Collaborate on a cross-functional team to implement and optimize use of Adobe InCopy.
- **Conceived, developed, and edited “Why I write” essay series** featuring personal essays by leading authors including Buzz Bissinger, Mark Kurlansky, Debbie Macomber, Michael Korda, Henry Alford, Melissa Clark, and Pico Iyer.
- **Edited “Cooking the Books” online newsletter devoted to food and wine book publishing** and strengthened PW expertise within this vertical.
- **Conceived and produced a lecture series that generated a 5-figure annual revenue stream.** The series, named PW Discussion Series, focused on the changing nature of book publishing. Liaised with PW publisher and marketing team on event sponsorship and web production for online viewers.

SENIOR REVIEWS EDITOR | 2005 – 2006

Assigned and edited book reviews, devised Q and A scripts for interviewers, supervised reviewers and copy editors.

PUBLICATIONS AND APPEARANCES

BOOKS

Amore: The Story of Italian American Song, Farrar, Straus & Giroux (2010). Reviews of *Amore* include a feature in *The New Yorker*, October 18, 2010. The *Chicago Tribune* describes the book as “[covering] the subject exhaustively yet with brio”.

Stolen Figs: And Other Adventures in Calabria, Farrar, Straus & Giroux / North Point Press (2003), reviewed in *New York Times Book Review* in 2003.

BOOK INTRODUCTIONS

Christ Stopped at Eboli by Carlo Levi, Farrar, Straus & Giroux Classics (2006).

SELECTED MAGAZINE PUBLICATIONS

Articles published in a wide range of outlets including:

The New York Times, *New York Times Book Review*, *The L.A. Times*, *Washington Post*, *Wall Street Journal*, *Minneapolis Star Tribune*, *Vanity Fair*, *Saveur Magazine*, *NPR.org*.

MEDIA APPEARANCES & PANEL DISCUSSIONS

Appearances on National Public Radio outlets across the USA (on flagship shows such as Weekend All Things Considered and the Leonard Lopate Show), CBS's *The Insider*, *Entertainment Tonight*, and *ABC News*.

Moderator role at multiple literary festivals, most recently at the Montclair Literary Festival, NJ, 2019.

MUSICAL PRODUCTIONS BASED ON AUTHORED BOOKS

The Italian Americans, PBS, 4-part documentary produced by John Maggio (discussed Italian Americans in music), 2015

"That's Amore," song set performed by Jenna Esposito at Birdland, New York, 2014

"Amore: The Story of Italian American Song," produced and performed by Pete Spina and Philadelphia's City Rhythm Orchestra, Philadelphia, 2012

"Italian Undercover," produced and performed by Jenna Esposito at Feinstein's, Loews Regency, New York, 2011

BOARD AND COMMITTEE MEMBERSHIPS

NATIONAL BOOK CRITICS CIRCLE | Member | 2000–present

Board Member, 2015–2018

Judge, Autobiography, Fiction, and Poetry Awards, 2018.

Chair and Judge, Autobiography, Biography, and Fiction Awards, 2017.

Judge for the Nonfiction and Biography Awards, 2016.

PEN AMERICA | Member | 2016–present

MONTCLAIR LITERARY FESTIVAL | Advisory Board Member | 2018 – present

NATIONAL ITALIAN AMERICAN FOUNDATION | Member | 2010–present

ITALIAN AMERICAN STUDIES ASSOCIATION | Member | 2005–present

TEACHING APPOINTMENTS

COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK | New York, NY

Adjunct Professor, MFA Program, Graduate School of Arts & Sciences | 2015 – Present

MONTCLAIR STATE UNIVERSITY | Montclair, NJ

Assistant Professor | 2019 - Present

Adjunct Professor | 2012 - 2019

TECHNOLOGY SKILLS

Adobe InCopy ▪ WordPress ▪ Trello

EDUCATION

Columbia University in the City of New York, New York, NY
B.A., Russian Language and Literature, Minor Creative Writing