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PUBLICITY & MARKETING

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## **AARON PRIEST, 65-YEAR PUBLISHING VETERAN AND OWNER OF THE AARON M. PRIEST LITERARY AGENCY, ANNOUNCES HIS RETIREMENT AND NAMES MITCH HOFFMAN AS HIS SUCCESSOR**

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On the heels of his 50<sup>th</sup> anniversary, Aaron Priest, founder and owner of The Aaron Priest Literary Agency formally announces his retirement today and has named Senior Agent Mitch Hoffman as the new owner and president of the agency. Founded in 1974, The Aaron M. Priest Literary Agency is one of the most prestigious and successful boutique literary agencies in New York. Priest has overseen the careers of the likes of Erma Bombeck, David Baldacci, Philip Caputo, Robert Crais, Heather Graham, Brenda Joyce, Johanna Lindsey and Robert James Waller, among many others. He was a founding member of ILAA (Independent Literary Agents Association), which, along with the Society of Author's Representatives, became the Association of American Literary Agents. In 2014, Priest was a producer of the Broadway musical, THE BRIDGES OF MADISON COUNTY, based on Mr. Waller's bestselling novel. One of the country's most respected literary agents, Priest is known for his wit, his dedication to clients, his careful attention to their careers, and his expertise in negotiation. Priest leaves behind a history of success at the agency and the foundation for growth.

"Several years ago, I realized that I wasn't going to work forever. After founding the agency in 1974 and being proud of the reputation it's earned, I knew, after fifty years, it was time to pass the torch. I worked with Mitch as an editor and knew that he is forthright, very knowledgeable about the book business and a good and honorable man. He was the right fit to take over the agency. I hired Lisa over thirty years ago, and Lucy not long after that. That people have stayed with me for such a long time is a testament to their devotion to the agency and to our authors. I am proud and happy to say that the Aaron Priest Agency is in good hands."

Mitch Hoffman, who will take over as owner and president of the Aaron Priest Literary Agency, which will retain its name, is a 30-year veteran of the publishing industry. Before joining the agency as a Senior Agent in December 2015, Hoffman was Vice President, Executive Editor at Grand Central Publishing. He has nurtured the careers of global #1 bestselling authors as well as debut novelists and has published or represented over 300 books, more than 80 of which were *New York Times* Bestsellers. Prior to joining Grand Central Publishing in 2007, Hoffman held editorial positions at Dutton and Dell Publishing. He began his career as an intern at Farrar, Straus and Giroux.

His connection to the agency predates his last decade as an agent. At Grand Central Publishing, he oversaw David Baldacci's publishing program, and prior to that, while at Dutton, he served as Harlan Coben's editor. Of his new role Hoffman says "Aaron built this agency on a simple philosophy: to represent a select group of writers, focusing on delivering a high level of client service. It's no accident that we have represented many clients for the entirety of their careers. We have a 50-year tradition of consistent success built on this approach, which we will carry forward."

Hoffman is happy to announce that Natalie Rosselli has been promoted to Associate Agent and will build her own list of clients. Rosselli has been with the agency since June of 2022.

Long time members of the agency include Lisa Erbach Vance, Vice President and Executive Agent. Among her bestselling and award-winning clients are Harlan Coben, Gregg Hurwitz, David McCloskey, B. J. Daniels, Alex Finlay, the estate of Madeleine L'Engle, and more. Prior to joining the agency, Erbach Vance began her career at Random House, Inc., where she started in their Management Trainee Program, before moving to the foreign rights department of Crown Publishers.

Lucy Childs continues as Agent, after working closely with Aaron for over 30 years. Her clients include Heather Graham, Renee Shafransky, Amanda Scott, Richard Babcock and Frances Sherwood.

Also continuing in their roles are Business Affairs Manager Kristen Pini; and in-house editor Frances Jalet-Miller, who has been with the agency since 1992.

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