



# tandem literary

PUBLICITY & MARKETING

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### **INDUSTRY VETERANS KOSS AND WALKER ANNOUNCE FORMATION OF NEW BOOK MARKETING & PUBLICITY FIRM**

***Tandem Literary to provide online, print, and broadcast support for publishers and authors***

New York, NY (May 4, 2009)—With a combined total of nearly 40 years experience in promoting books and authors, Gretchen Koss and Meghan Walker formally announce today the formation of their new book marketing and publicity firm, Tandem Literary.

The two worked together at Random House until this past December, Gretchen as the Director of Publicity for Spiegel & Grau, and Meghan as Spiegel & Grau's Director of Marketing. Koss and Walker have worked with debut authors and repeat bestsellers on a wide range of books—commercial and literary fiction and story collections; celebrity bios; memoirs; advice and self-help; and narrative non-fiction including history and politics. Campaigns they built together while at S&G include those for Artie Lange's #1 *New York Times* bestseller *Too Fat to Fish*, Suze Orman's *New York Times* bestseller *Women & Money*, and Matt Taibbi's *New York Times* bestseller *The Great Derangement*, among many others. Over the course of her career, Gretchen has worked with such authors as Nathaniel Philbrick, Robert Greene, A.M. Homes, Mary Karr, Terry McMillan, Melissa Bank, Peggy Noonan, Roddy Doyle, Carl Hiaasen, Maeve Binchy, Elmore Leonard, William Kennedy, Jasper Fforde, and Jane Green. Meghan has worked on the marketing campaigns for Eric Clapton, Patricia Cornwell, Tom Clancy, Nora Roberts, Clive Cussler, Catherine Coulter, John Sandford, Sue Grafton, Robert B. Parker, Lance Armstrong, Khaled Hosseini, Chang-rae Lee, and Nick Hornby.

Tandem Literary is a full-service firm that combines all aspects of book marketing with P.R. under one umbrella. The company will work collaboratively to tailor a campaign that complements the publisher's plans and enhances a book's visibility across a wide variety of platforms. Koss and Walker can be hired independently of one another—or as a team to work in tandem, building a completely integrated marketing and publicity campaign from top to bottom.

"I've found that when an author or publisher calls asking for help on a campaign, nine times out of ten marketing is a big part of what they need. It's not until they see a joint proposal from the two of us that they realize how well we can work together to cover all bases," said Koss.

"We chose to call ourselves Tandem because we do work really well together," said Walker. "At S&G we had a very collegial work atmosphere. We're thrilled to be able to continue that same collaboration on our own and to offer a host of services that not many other firms provide all in one place."

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The services Tandem Literary will provide include building online marketing campaigns, booking author tours, pitching to national and local television and radio, pitching print reviews and features, copywriting, building third-party cross-promotions, and consulting with authors on ways to increase their online presence and build and maintain a fan-base year-round.

"At a time when staffs are shrinking and budgets are tight, we saw real opportunity to provide specialized attention," Walker added. "Having worked in-house for many years, we understand the demands and constraints posed by massive workloads and meeting-packed schedules."

"Several agents have told us that they now are advising all of their clients to set aside a portion of their advances to hire their own independent marketing and publicity support," added Koss. "We took that as very encouraging news."

Tandem Literary has already begun taking on clients. Gretchen is handling the publicity campaigns for Andy Raskin's *The Ramen King and I* (Gotham, May) and *The Embers* by Hyatt Bass (Holt, June). Meghan has been hired by Harper Collins author Mary Kay Andrews (whose next novel *The Fixer Upper* will pub in June) to be her personal marketing director. The pair will also team up on *Hurry Down Sunshine* author Michael Greenberg's next book *Black Suit Worn Once \$45* (Other Press, September) and the debut novel *The Crying Tree* by Naseem Rakha (Broadway Books, July 2009).

The pair has launched a website ([www.tandemliterary.com](http://www.tandemliterary.com)) which details all of the services they can provide to publishers and authors.

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"Meghan Walker and Gretchen Koss are two of the most impressive talents in publishing. Together they are unbeatable. They bring creativity, dedication, insight, and a welcome dose of humor to every project. We consider ourselves incredibly lucky to have worked closely with them in the launch and development of Spiegel & Grau, which benefited immensely from their publishing savvy, energy, and innovative thinking."

—Cindy Spiegel and Julie Grau, Publishers, Spiegel & Grau

"Here's a go-to shop if ever there was one: Gretchen and Meghan are complete pros who bring nearly 40 years experience to the publishing table—but they somehow still bring the energy (and the hearts and souls) of wunderkinds to every campaign."

—Ivan Held, President, G.P. Putnam's Sons

"I can think of no one in publishing who has a such a fantastic rapport with a wide variety of authors: Gretchen Koss is resourceful, intelligent, quick-thinking, always gets the job done (perfectly) and always winds up with her authors loving her. She creates and executes flawless publicity campaigns—and at the same time keeps everyone—publisher, author, agent—very happy. She is, in short, amazing."

—Clare Ferraro, President, Viking & Plume

"I've known and worked with Meghan for many years. While at Putnam she worked tirelessly on the marketing campaigns for all of our repeat bestselling authors and always brought passion and fresh ideas to even the most challenging projects. Her positive energy made working with her a pleasure. In times like these, when we all need to see results, publishers and authors would be wise to hire Meghan."

—Phyllis Grann, Senior Editor, Doubleday; former President, Penguin Group (USA)

"Meg & Gretchen are both so passionate about books and authors. When they grab hold of a project they don't let go. Their hard work and dedication was always a tremendous asset to the Penguin sales force. Aside from that, they are both a lot of fun to work with."

—Dick Heffernan, President of Sales, Penguin Adult Hardcover and Children's; Publisher, Penguin Audio

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"A book forever memorializes an author's dream to enhance the lives of readers through the written word. There is no way this dream can become a reality, however, if a book sits undiscovered on the shelf of a bookstore or warehouse. With so many new titles being published every year, this sad fate is a distinct probability. That's why unique and integrated publicity and marketing has got to be a part of the equation if a book is to succeed. In my opinion, no one does it better than Gretchen and Meghan. When my work is finished theirs begins. Given my track record, need I say more?"

—Suze Orman, author of seven consecutive *New York Times* bestsellers

"These broads put me on the top of a couple really important lists. Thanks to them *Too Fat to Fish* was #1 on the *New York Times* bestseller list. As anyone who has read my book will know, I am a bit of a drinker. Because Meghan and Gretchen made my book such a success I am busier and more famous than ever, which means I am drinking more heavily than ever. So it really is thanks to their hard work that I am now one step closer to also being #1 on the liver donation list. No one else I've ever worked with has delivered me simultaneously to the top of the world and rock bottom like they have. In all seriousness, I love these guys. They are the best and I would work with them again any day."

—Artie Lange, author of the #1 *New York Times* bestseller *Too Fat to Fish*

"Through an endless summer of touring for *In the Heart of the Sea*, it was a tremendous relief and a joy to have Gretchen by my side. She worked tirelessly, never losing sight of a single detail. I didn't expect that I'd become friends with my publicist, but I ended up gaining a good friend in Gretchen. I would recommend her to anyone."

—Nathaniel Philbrick, author of *In the Heart of the Sea*, *Sea of Glory* and *Mayflower*

"Meghan did incredibly thorough outreach to bloggers for *The Great Derangement* which resulted in reviews and repeated mentions on all the top political blogs. We also had a lot of fun working together to create the promotional video that was her brainchild from the start and which got tens of thousands of views very quickly after it was posted online. Not only does Meghan have a great understanding of how to promote a book online, she approached the marketing of my book as if it were a bestseller from day one. Thanks in large part to her enthusiastic efforts it became one."

—Matt Taibbi, author of the *New York Times* bestseller *The Great Derangement*

"As both an author and a member of the media, I have found Meghan Walker and Gretchen Koss to be tireless and endlessly creative champions of books and authors, and consider myself lucky to have had them working on my behalf."

—Adam Langer, author of *Crossing California* and *Ellington Boulevard*

"As a first time author of a deeply personal memoir I always felt I was in the best possible hands with Gretchen and Meg. I was floored by the amount of coverage they conjured for an unknown author—it seemed the book was mentioned everywhere! In addition to print, they did a phenomenal job procuring TV and radio appearances, and they worked diligently to reach every possible website and organization in the breast cancer community, leaving no stone unturned. They make an incredible team and I was thrilled to be on it."

—Jessica Queller, author of *Pretty is What Changes*

"Having worked in media for most of my life, I know how hard it is to will a great product above the din. This is to say nothing of a great book. I don't know that I wrote a great book, but I did my best to write a good one. Gretchen and Meghan and their amazing teams worked tirelessly to make sure my book was seen by not just as many people as possible, but by the right people. Too often authors end their publishing experience with horror stories. I've met a few like that, but I'm never able to share in the grief-swapping. My experience with promotion was nothing like I expected, but everything I hoped."

—Ta-Nehisi Coates, author of *The Beautiful Struggle* and blogger at [theatlantic.com](http://theatlantic.com)

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GRETCHEN KOSS has been in publishing since graduating from Boston University in 1990. Most recently she was the Director of Publicity at Spiegel & Grau, a division of Random House where she worked on Suze Orman's *New York Times* bestsellers *Women & Money* and *Suze Orman's 2009 Action Plan*, Artie Lange's #1 *New York Times* bestseller *Too Fat To Fish*, Matt Taibbi's *New York Times* bestseller *The Great Derangement*, Jessica Queller's memoir *Pretty is What Changes*, and Janelle Brown's debut novel *All We Ever Wanted Was Everything* to name just a few. Prior to joining Spiegel & Grau in May of 2006, she was the Associate Director of Publicity at Viking where she worked for 8 years with bestselling authors such as Terry McMillan, Nathaniel Philbrick, Melissa Bank, Mary Karr, A.M. Homes, Moby, Jasper Fforde, Peggy Noonan, Robert Greene (*The 48 Laws of Power*), Roddy Doyle, William Kennedy, and many others. Prior to joining The Penguin Group, Gretchen held publicity positions at Delacorte, Knopf, Farrar, Straus & Giroux and Bantam. Other authors Gretchen has worked with include: Robert Pirsig, Dr. Andrew Weil, Carl Hiaasen, Maeve Binchy, Elmore Leonard, Sharon Olds, and Jane Green.

Gretchen has been a book lover since the early days of *Go Dog Go* and *Fun with Dick and Jane* and considers herself lucky to be in a profession that allows her to work closely with authors every day. When her free time is not occupied by the demands of two small children, four dogs, and one bad-tempered cat, she loves to read. She lives just outside New York City.

MEGHAN WALKER has spent the last 17 years in book publishing, all of them in marketing roles. Most recently she was the Director of Marketing at Spiegel & Grau, a newly formed division of Random House. Prior to joining S&G, Meg spent 9 years as the second-in-command in the Putnam marketing department at Penguin Group (USA) under the dearly loved and deeply missed Dan Harvey. She got her start in 1992 in college textbook publishing at Prentice Hall (Pearson Education) where she worked in ad/promo for 6 years. During her exhilarating tenure at S&G, Meg crafted the national marketing campaigns for Suze Orman's million-copy *New York Times* bestseller *Women & Money*, Artie Lange's #1 *New York Times* bestseller *Too Fat to Fish*, and Matt Taibbi's *New York Times* bestseller *The Great Derangement*, among many others. During her tenure with Random House, Meg also pinch hit on the occasional Doubleday and Broadway title including the mega-selling *Clapton: The Autobiography* by Eric Clapton for which she built a fully-integrated national campaign in conjunction with Clapton's record label, Warner Bros. Records. While at Penguin, Meg worked on the Putnam, Riverhead, Tarcher, and Avery imprints including books by such authors as Patricia Cornwell, Tom Clancy, Nora Roberts, Clive Cussler, Catherine Coulter, John Sandford, Sue Grafton, Robert B. Parker, Lance Armstrong, Khaled Hosseini, Chang-rae Lee, Nick Hornby, and Suze Orman.

After many fulfilling years of corporate publishing jobs Meg is thrilled to be out on her own yet still working with brilliant writers and savvy publishers and agents. Born and raised at the Jersey Shore, she lives in northern New Jersey with her husband Dave in a house that hums with life thanks to their two young children and two home-based businesses.

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