

# The Cadence Group Announces Staff Additions and Promotions

**(Troy, New York)** The Cadence Group (TCG) is pleased to announce that Susan Minahan has been promoted to Marketing Manager. Previously, Susan held the position of Marketing Assistant. Her duties will include Amazon.com marketing, author event and tour bookings, and on-line book review campaigns.

“Susan has shown a remarkable ability to reach and connect with Amazon’s top reviewers,” says Amy Collins MacGregor, president of The Cadence Group.

Also, Laura Bellerose has been hired as Office Manager for the Troy, NY office. She was most recently working as a design coordinator in the construction field in South West Florida.

“We are thrilled to have Laura on board”, says Bethany Brown, Vice-President of The Cadence Group. “she brings a great deal of organization and talent to our offices and has already made a huge difference in our efficiencies.”

The Cadence Group has recently opened new offices in at 5 Broadway, Suite 201, Troy, NY 12180. TCG’s new offices house a four person marketing team, a full-service editorial and packaging division and will serve as headquarters for TCG’s new sales services division launching in September 2009.

## **About The Cadence Group:**

The Cadence Group was founded in 2006 and is a professional design, editorial, sales, marketing, and project management provider for the book and publishing industry. They provide authors, publishers, and small presses with the guidance necessary to create market-ready, professionally designed books. Their goal is to help others realize their full potential in the retail and wholesale marketplace.

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