



**FOR IMMEDIATE RELEASE: 10 July 2023**

## **Writing NSW appoints Sophie Groom as new CEO**

Writing NSW has announced the appointment of visionary industry leader Sophie Groom as the new CEO of the state's premier organisation for writers.

Groom brings vast experience in the literature sector to the role, ranging from strategic direction, to editorial curation, financial and people management, marketing and communications, and fostering collaborative partnerships that bring writers and readers together. Her ten years managing Apple's books and audiobooks business in Australia and the United States has given her a strong understanding of how writers can best harness the benefits of technology and digital strategies.

Writing NSW board chair Eleanor Limprecht says: 'From a field of outstanding candidates, Sophie Groom was chosen because of her impressive depth of experience in publishing and digital strategy, her knowledge of the diverse and ever-changing writing landscape, and the combination of vision and action she brings.'

Groom replaces departing CEO Jane McCredie who spent a remarkable ten years at the helm of the organisation.

Sophie Groom says: 'I am absolutely thrilled to be joining Writing NSW as the new CEO. As a member of the Australian literary community for many years, I've long been a fan of the amazing work that Writing NSW does to nurture and grow writers' talents and skills. I've seen how their courses, grants and advocacy work have positively impacted the careers of so many writers, and I can't wait to bring my own passion and experience to bear on this important work.'

'We find ourselves at an interesting point in the ever-changing interplay between the arts and technology. I'm looking forward to partnering across the ecosystem as we inform and support writers in charting a course through this period of change.'

'I'm honoured and humbled to step into a role so ably carried out by Jane McCredie for the last ten years. Jane has established a very talented team, who, like the board, are deeply committed to serving writers. I'm excited to work with them to continue this mission.'

Groom starts as CEO of Writing NSW on 17 July.



### **MEDIA ENQUIRIES:**

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