



Marjory Ross

Marjory Grant Ross is one of the most unusual stories in the publishing business. She has become a leader in helping cultivate a new American political and social dialogue – a dialogue that now includes unconventional, contrarian, and independent voices against the chorus of political and social correctness. She has, in a few short years, become one of the most respected, visible, quoted, and copied leaders in the book business. Her advice and counsel is valued by the celebrated, the ambitious, and the powerful alike.

Publishing, and in particular book publishing, is a curious amalgam of art and business. It is a closed world, highly traditional, highly personal. It has been the graveyard of many bright careers.

Her resume would seem at first glance to be highly unlikely. She is a woman at the nexus of publishing and politics, yet her business background is outside the narrow confines of the book publishing fraternity. She is a pragmatist in a highly political world. She is a talented solo performer and author in her own right who is sufficiently self-effacing to make literary prima donnas feel well cared for and uniquely valued. She is a devoted wife and mother of three teenaged-daughters in an industry of solitary workaholics.

Yet, under her leadership at Regnery Publishing, the American political dialogue has gained a new vigor and excitement. And it is no small measure of her accomplishment that she has managed to preside over this creative renaissance and bring it to business profitability and soundness at the same time.

Ms. Ross has also become sought after as a spokesperson for the book publishing business and the conservative movement. She has been quoted time and again on publishing trends; the day after the 2008 presidential election, Ms. Ross was interviewed by the *New York Times*, *Publisher's Weekly*, *USA Today* and *AP* concerning the future of political publishing in America. She has appeared on both TV and radio, notably on FoxNews' #1-rated show, *the O'Reilly Factor*, and was profiled as the "power player of the week" on Fox's *Fox News Sunday* show. She is interviewed regularly by C-Span, and her speeches are aired on C-span repeatedly as well. She is a popular speaker for many groups, including Young America's Foundation, the Clare Boothe Luce Policy Institute, CPAC, the National Journalism Center, and more.

She has become the final arbiter, the counselor, the guide for such esteemed (and, it might be noted, demanding) individuals as the late William F. Buckley Jr., former Speaker of the House Newt Gingrich, radio talk show host Laura Ingraham, rock star Ted Nugent, Louisiana governor Bobby Jindal, tea-party-favorite Senator Mike Lee, King's College President and noted author Dinesh D'Souza, country music legend Charlie Daniels, tough-guy supreme Chuck Norris, syndicated columnists Michele Malkin, David Limbaugh, Mark Steyn, and many others -- all of whose books she has published. This group is not known for suffering fools gladly, even fools with checkbooks.

Ms. Ross' considerable talents comprise both leadership and management skills and have been demonstrated time and again in various business situations. Throughout her career, Ms. Ross has been able to turn business opportunities into business successes. Along the way, she has gained the admiration and respect of her peers and colleagues, and was the clear choice to take over as President of Regnery Publishing, the first person outside the Regnery family to ever hold that title.

In her current role as leader of Regnery Publishing, Ms. Ross has the responsibility to create and communicate the vision of the publishing house, and to make sure its authors and the books published uphold the mission and standards of excellence that have guided Regnery during its 65 years of business.



Every proposal Regnery considers is screened and approved (or rejected) with her direction, and she personally negotiates every contract.

But choosing the right books and the right authors is just the first step in successful publishing – and just one part of Ms. Ross’ job. She is also responsible for directing the positioning of each book (which involves identifying and strengthening the reasons why each book is “must-read” for their market), and then overseeing the marketing programs for each book (which involves both the public relations campaigns and the direct marketing efforts). She oversees the sales and distribution operations as well, making sure books reach their marketplace on time and on budget – and constantly searches for ways to leverage those relationships in order to produce higher sales.

Ultimately, Ms. Ross’ responsibility is to produce results – to make Regnery the acknowledged leader in conservative publishing in America, and to do so profitably. Before she joined Regnery, the company had six books on the *New York Times* best-sellers list in its 52-year history. In the 12 years that she has been in a leadership position (first as General Manager and currently as President and Publisher), Regnery has put a remarkable 46 books on the printed *New York Times* best-sellers list (without increasing the average number of books published per year). When she joined the company in CY1999, the company was in the red, yet for the past 10 years Regnery has run at a profit every single year, and for the past five years that profit has exceeded \$1 million annually. This extraordinary success led Random House, Penguin Putnam, Simon & Schuster and Harper Collins to create new publishing imprints, specifically launched to compete with Regnery Publishing.

This remarkable business turn-around, which took a dormant brand and turned it into a vibrant, profitable leader in its industry – is nothing new for Ms. Ross. She has been doing this throughout her career. Before joining Regnery Publishing in 1999, Ms. Ross spent 13 years at Phillips Publishing Inc., the newsletter publishing giant based in Potomac, MD, whose mission is to provide the highest caliber financial and health information available anywhere. She joined the firm as a junior editor, but quickly rose to become a senior editor, and then a Group Publisher for several business units. Not surprisingly, she became a trusted advisor within the rapidly growing business.

Within the investment newsletter group, Ms. Ross launched several new and successful publications, and grew two of the newsletters (*The Retirement Letter* and *The Dolans’ Straight Talk on Money*) to record-breaking circulations, both well over 200,000 subscribers. She was put in charge of the high-profile *Elaine Garzarelli* newsletter during a tumultuous transition during which Ms. Ross spearheaded a multi-pronged campaign that neutralized a \$3 million refund liability.

Ms. Ross also took over the *Business Success* newsletter group when it was in peril, and led the group to new profits and successful joint ventures with business gurus Jay Abraham and Denis Waitely. After a successful sale of that business unit, Ms. Ross took over as Group Publisher of a newly created *Women’s Health* newsletter group, which she also led to growth and profits. Just before she left, Ms. Ross negotiated the acquisition of a new women’s health newsletter with Dr. Susan Lark, which remains Phillips lead product in the women’s health field.

Ms. Ross’ is a remarkable success story – and shows how an intelligent, articulate, and dedicated woman can revitalize a business, and help influence the public dialogue.