



## ABOUT LOU ARONICA

Author, editor and publisher, Lou Aronica has been involved with book publishing his entire adult life. He is the author of the novels Flash and Dazzle, the USA Today and Nook bestseller, The Forever Year, and the national bestseller, Blue, which was a top twenty title on Amazon's general fiction bestseller list. His nonfiction collaborations include The New York Times bestseller The Element and Finding Your Element, both co-authored with Ken Robinson, and The Culture Code, written with Dr. Clotire Rappaille. Though he spent several years focusing exclusively on writing, he stayed in touch with publishing colleagues and never lost his passion for the industry.

In 2007, he stepped back into that side of the business by founding The Story Plant with literary manager Peter Miller, to publish commercial fiction, specifically suspense and contemporary women's fiction. Later, he broadened his focus with a second, author-driven imprint, Fiction Studio Books, originally created to launch his novel, Blue. Fiction Studio eventually merged with The Story Plant, which was acquired in 2013 by Studio Digital CT, LLC, a limited liability company headed by Aronica.

Aronica began as an assistant in the Managing Editor's office at Bantam Books. That start led to a thirty-plus year publishing career and positions as Deputy Publisher of Bantam, and Publisher of both Berkley Books and Avon Books. He started his first imprint, Bantam Spectra, at age 27 and, within a year, the imprint published its first New York Times bestseller. It was the start of a long list of national bestsellers and award-winning books to flourish under his stewardship.

Aronica went on to receive a prestigious World Fantasy Award as editor of the *Full Spectrum* anthology series, acquired and designed the *Star Wars* publishing program, and in 1990 was named Mass Market Publisher for Bantam. As such, he launched multiple imprints focusing on author and bestseller development.

Named Senior Vice President and Publisher of the Berkley Publishing Group, he began two imprints, both of which had New York Times bestsellers in their first year, and acquired and edited Nora Roberts' bestselling futuristic mysteries written as J.D. Robb.

Appointed Senior Vice President and Publisher of Avon Books in 1995, he oversaw significant changes in the company's industry-leading romance program leading to the largest growth period in the program's history at that time. While there he also launched Avon's first hardcover publishing program and created imprints focused on dedicated readers of science fiction, literary fiction, mystery, popular culture, health, history and teen literature.

The authors Aronica worked with throughout his career are a veritable *Who's Who* of legendary, groundbreaking and bestselling writers. Among them are Arthur C. Clarke, Isaac Asimov, Ray Bradbury, Elizabeth George, Robert Crais, Amanda Quick, Tami Hoag, Iris Johansen, William Gibson, Neal Stephenson, Neil Gaiman, Bruce Feiler, Peter Robinson, J.A. Jance, Susan Elizabeth Phillips, Stephanie Laurens, Lisa Kleypas and Dennis Lehane.

Aronica now splits his time between writing, publishing and editing. In addition to his role as Publisher of The Story Plant, he is currently at work on a book about education, his third collaboration with Sir Ken Robinson, and beginning work on his next novel.

He lives in southern Connecticut with his family.

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