



Small Press Distribution

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Small Press Distribution Names Kent Watson Executive Director

BERKELEY, Calif. (June 6, 2022) – Small Press Distribution (SPD) today announced Kent Watson has been named its executive director, effective immediately. Kent comes to SPD with book industry experience in nonprofit leadership and management, high-level negotiations, advertising sales and sponsorships, branding and marketing, financial management, independent publishers’ bookselling, buying, book distribution / wholesaling, small-to medium-sized press publishing, textbook and magazine publishing, acquisitions, and academic teaching. Kent will work remotely, managing a team of highly skilled and dedicated book industry professionals.

“SPD is very fortunate to have Kent as its new executive director,” said Alan Bernheimer, the organization’s board president. “His wealth of experience in all aspects of the book business, together with his management skills, equip him to lead SPD forward in fulfilling its mission. I also want to thank Interim Executive Director Cindy Myers for guiding the organization and staff so effectively this past year.”

“I am thrilled to join SPD, an organization that is dedicated to helping bring underrepresented literary communities to market,” said Kent Watson. “I will work tirelessly to expand the services and reach for the nearly 400 SPD publishers whose books connect writers and readers beyond the mainstream.”

The SPD board thanks Jack Farrell from Jack Farrell & Associates for his recruitment help in placing Kent Watson in his new role.

About Small Press Distribution

In an increasingly corporatized book industry, Small Press Distribution (SPD) brings readers independently published literature, emphasizing small press values--equity, experimentation, and access. We connect underrepresented literary communities to the marketplace and to each other via book distribution, events, and public advocacy. Prioritizing artistic and activist visions, SPD’s nearly 400 presses publish a full diversity of writers who rely on us to reach readers nationwide.

For more information or to become an SPD distribution client, please visit <https://www.spdbooks.org>.