

Lucy Diaz Kurz Rejoins Charisma House as VP of Marketing

Charisma House is pleased to welcome Lucy Diaz Kurz back to the book group by invitation after a seven-year interval.

Kurz relaunches her career at the Christian publishing house as vice president of marketing, a title she previously held from August 2004 to September 2010. In this role, she will oversee strategic marketing efforts for all book imprints, including Charisma House, FrontLine, Siloam and Passio.

As the most industry-awarded Hispanic female in the Christian bookseller market, with many gold, platinum, and *New York Times* best-seller distinctions, Kurz has represented hundreds of artists and authors, and thousands of products.

“We couldn’t find a better fit for this role than Lucy,” said Marcos Perez, publisher and executive vice president of Charisma House. “Her industry experience and marketing expertise will help to transform and restrategize our book marketing efforts.”

Kurz’s widespread years of professional experience include successful roles as senior vice president of business development/consulting for Synergy Crosslinx Holding LLC, president of development at Gospo Centric and B-Rite Music, president at Lucy Diaz Kurz Consulting, vice president of marketing and corporate officer and vice president of special projects for Integrity Inc., to name a few.

“With an impressive track record in the industry such as Lucy’s, we expect great things to come,” said Steve Strang, founder and CEO of Charisma Media. “Most importantly, she brings biblical knowledge to the role, which is paramount to

achieving our mission as a company.”

With successful completion of studies in two global networks providing qualification to teach in more than 1,300 international Bible schools worldwide through Rhema Bible Training Center and DOMATA School of Ministry, Kurz brings a wealth of biblical expertise to Charisma House, publisher of the Modern English Version Bible translation.

Charisma House has published 13 *New York Times* best-sellers, including *The Harbinger*, *The Mystery of the Shemitah* and *The Book of Mysteries* by Jonathan Cahn; *Fasting* by Jentezen Franklin; *23 Minutes in Hell* by Bill Wiese and *The Seven Pillars of Health* by Don Colbert, MD.