

Q&A with Debi Leibovitz, Incoming Executive Director of the WPA

An Interview with Incoming Executive Director, Debi Leibovitz

By Norb Garrett, WPA President

Debi, you are about to take over the reins of the WPA from Jane Silbering, long-time Executive Director, on May 1st. Jane's phenomenal leadership has been a steady force for the WPA for the past 24 years. Her love of our industry and our members has been the key to the longevity of our organization. She has created a strong foundation upon which you can build. Now a few questions for you.

Q: What about your experience makes you a good fit to lead the WPA?

A: Having built my career at some of the largest publishing and digital companies in the world including Bertlesmann, Time Inc, Conde Nast, and Netscape, publishing in all its iterations is in my DNA. As the industry changes and digital is on everyone's mind, I will be focused on the WPA representing this media revolution.

Q: The WPA has been around for 66 years. How does it need to evolve to keep up with publishing today?

A: The mission of the WPA has always been continuing education and the advancement of the media publishing industry. With the proliferation of content exploding everywhere from our phones to our iPads and beyond, I believe that our role is to be a catalyst for innovation in the industry and help lead the charge.

Q: What are your main goals as the Executive Director of the WPA?

A: I know I have big shoes to fill, with Jane leaving after so many years of fantastic leadership. I would like to continue the work she has started by supporting the members that have been loyal to our organization and enticing the next generation of media professionals to join the WPA and grow our membership. Cultivating partnerships with other industry organizations will be critical as our brand relevancy evolves. We are best-known for our Maggie Awards, which celebrates editorial and design excellence in publishing. Our growth depends on broadening this awareness. Being a force for change will be essential to the advancement of our organization. I can't wait to get started!

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