

BALLAST BOOKS ANNOUNCES NEW DIRECTOR OF MARKETING TO LEAD COMPANY MARKETING STRATEGY AND DEPLOYMENT

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[Ballast Books](#) founder and CEO Andy Symonds announced the addition of Mary Beth Albertini as Director of Marketing. Albertini signs on to lead immediate marketing and promotional efforts for the impending release of [The Man In The Arena](#), the until-now untold story of Navy SEAL

“

I am thrilled to join Ballast Books at such an exciting time, and look forward to helping Ballast establish itself as the go-to resource for authors looking for the best way to reach their audiences”

*Mary Beth Albertini, Director
of Marketing, Ballast Books*

Chief Eddie Gallagher’s fight for justice following wrongful charges of murdering an ISIS prisoner and other war crimes. The book becomes available for preorder on October 20, with an anticipated release in early 2021.

“Mary Beth joins Ballast at a critical time in our growth trajectory. The highly anticipated release of 'The Man In The Arena', plus Ballast Books’ plans to launch innovative new hybrid publishing services to authors in early 2021, make this the right time to bring her expertise on board,” said Symonds.

Albertini arrives with more than 15 years of experience leading the marketing strategy development for several organizations similarly positioned as Ballast Books in their growth phase. Her leadership helped achieve next-level success in elevating brand identity, consumer awareness, and revenue goals. Her industry focus has included media, technology and non-profit.

“I am thrilled to join Ballast Books at such an exciting time in its life cycle, and look forward to helping Ballast further establish itself as the go-to resource for authors looking for the best way to reach their audiences,” said Albertini.

Born out of the intense media and public scrutiny surrounding the trial of Eddie Gallagher, *The Man In The Arena* was penned by Eddie Gallagher, his wife Andrea, with Ballast Books’ Andy Symonds to tell Gallagher’s side of the story.

“I took on this project because no one truly knows the story of this American hero’s railroading.

Though Chief Gallagher was acquitted of all major charges, the corruption and lies were never exposed in court," said Symonds. "The American public will be shocked to learn about the grave injustices perpetrated against the Gallagher family."

About Ballast Books

Ballast Books is a leading full-service, hybrid publishing company innovating the way authors bring and market their books and ideas to the world. Its founder Andy Symonds has managed the publication of hundreds of books and written five of his own. For more information, contact info@ballastbooks.com

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Mary Beth Albertini, Director of Marketing, Ballast Books

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