Press release archive

Scientific American appoints Mike Florek Executive Vice President

PRESS RELEASE FROM NATURE PUBLISHING GROUP
11 May 2010

Contact: Rachel Scheer
Corporate Public Relations Associate, Nature Publishing Group
T:+1 212 451 8569
r.scheer@us.nature.com

Scientific American is pleased to announce the promotion of Mike Florek to Executive Vice President of *Scientific American*. Mike Florek is based in the *Scientific American* offices in New York City and takes up his position with immediate effect, reporting directly to Nature Publishing Group Managing Director Steven Inchcoombe. Prior to his promotion Florek was Vice President, Finance and Business Development at *Scientific American*.

Announcing his appointment, Inchcoombe said "Mike's knowledge of the publishing business and *Scientific American*'s operations, and his commitment have been invaluable in the past year, and make him the natural choice to lead *Scientific American*'s business interests going forward."

In his role as *Scientific American*'s business leader, Florek will oversee all business functions, including the US *Scientific American* activities and the international editions. He will work closely with Editor-in-Chief Mariette DiChristina. "I can't ask for a better business partner than Mariette DiChristina, whose editorial leadership and vision is certain to inspire a tremendous future for the *Scientific American* team," said Florek.

Scientific American became part of Nature Publishing Group (NPG) in 2009, after many years as a sister Holtzbrinck organization. Mike Florek's appointment follows on the heels of *Scientific American*'s recent hires of Executive Editor Fred Guterl and Design Director Michael Mrak.

"I am extremely confident that *Scientific American* is only just scratching the surface of the opportunities that our affiliation with Nature Publishing Group (NPG) will afford us," said Florek. "The company's commitment to the brand in my opinion has never been stronger."

Florek joined *Scientific American* as General Manager in November 2000, and in 2007 was promoted to Vice President and General Manager. He became Vice President, Finance and Business Development in 2009, when *Scientific American* joined NPG. Prior to joining *Scientific American*, Mike worked as a Director of Finance at McGraw Hill and in the finance and marketing departments of *Reader's Digest*.

-ENDS-

About Nature Publishing Group (NPG)

Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, online databases and services across the life, physical, chemical and applied sciences and clinical medicine.

Focusing on the needs of scientists, ***Nature*** (founded in 1869) is the leading weekly, international scientific journal. In addition, for this audience, NPG publishes a range of *Nature* research journals and *Nature Reviews* journals, plus a range of prestigious academic journals including society-owned publications. Online, nature.com provides over 5 million visitors per month with access to NPG publications and online databases and services, including *Nature News* and *Nature Jobs* plus access to *Nature Network* and Nature Education's **Scitable.com.**

Scientific American is at the heart of NPG's newly-formed consumer media division, meeting the needs of the general public. Founded in 1845, ***Scientific American*** is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 16 local language editions around the world it reaches over 3 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany.

Throughout all its businesses NPG is dedicated to serving the scientific and medical communities and the wider scientifically interested general public. Part of Macmillan Publishers Limited, NPG is a global company with principal offices in London, New York and Tokyo, and offices in cities worldwide including Boston, Buenos Aires, Delhi, Hong Kong, Madrid, Barcelona, Munich, Heidelberg, Basingstoke, Melbourne, Paris, San Francisco, Seoul and Washington DC. For more information, please go to **www.nature.com**.

About us
Contact us
Accessibility statement
Help
Privacy policy
Use of cookies
Legal notice
Terms
Naturejobs
Nature Asia
Nature Education
RSS web feeds

Search: go

SPRINGER NATURE

© 2019 Nature is part of Springer Nature. All Rights Reserved.

partner of AGORA, HINARI, OARE, INASP, ORCID, CrossRef, COUNTER and COPE