



Penguin  
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I'm pleased to announce **TORIN CONE** has been named President of Playaway Products as part of a planned leadership transition, effective immediately. Torin succeeds Playaway Products CEO **GENE LaMARCA**, who will conclude his tenure at the end of September after more than two decades of senior leadership.

Beginning as Playaway's first employee in 2005, Gene established early functional groups, operating systems, and procedures and served in multiple senior roles, most notably guiding Playaway Products through the successful acquisition by Penguin Random House Audio in 2023.

From the moment I met Gene, I was inspired by his deep-rooted passion for Playaway's products and people. Playaway has been a valued addition to the Penguin Random House Audio portfolio and I'm deeply grateful for Gene's dedicated leadership.

Torin joined Playaway Products in 2013 and most recently served as Vice President, Sales & Marketing. Together with LaMarca, he's guided the company through consistent double-digit growth, providing strategic direction that strengthened Playaway's business with public libraries and expanded reach in the educational market. Torin championed product innovation, built strong teams, and developed brand line extensions that responded directly to customer feedback, positioning Playaway Products for record growth in 2025 and beyond.

As part of this transition, **SABINE McALPINE** will join the senior leadership team as Vice President, Sales & Content. With nearly three decades of publishing experience, most recently as Vice President of Thorndike Press, a Gale/Cengage company, she has built strong partnerships across publishers, vendors, and libraries nationwide. Her proven leadership and deep market expertise will be pivotal in shaping the future growth of Playaway Products.

As Playaway Products enters its next chapter, Torin and his teams will focus on expanding access, creating new product lines, and bolstering partnerships across libraries and schools. The culture of ownership, accountability, and innovation fostered under Cone's leadership has positioned Playaway Products to continue driving growth and delivering on its mission to make learning more accessible for all.

Please join me in thanking Gene for his two decades of service and congratulating Torin on his new role.

Amanda D'Acierno  
President, Global  
Penguin Random House Audio