

General Use Bios for Mark Leslie Lefebvre

One-Line Micro Bio:

Mark is a writer, editor, book industry expert, professional speaker, and all-around book nerd.

Short Bio: (About 50 Words)

Mark is the author of more than twenty books that include fiction and thrillers, and paranormal non-fiction explorations. He has also edited numerous anthologies. With three decades of experience in bookselling and publishing, Mark is a seasoned and trusted book industry professional who embraces both traditional and indie publishing options. His website is: www.markleslie.ca.

Medium Bio: (About 100 words)

Mark's first short story appeared in print in 1992, the same year he started in the book industry. He has published more than twenty books under the name Mark Leslie that include thrillers and fiction (*Evasion, A Canadian Werewolf in New York, One Hand Screaming*), paranormal non-fiction (*Haunted Hospitals, Spooky Sudbury, Macabre Montreal*) and anthologies (*Campus Chills, Tesseract Sixteen, Fiction River: Feel the Fear*).

His industry experience include President of the Canadian Booksellers Association, Board Member of BookNet Canada, Director of Author Relations and Self-Publishing for Rakuten Kobo, Director of Business Development for Draft2Digital and Professional Advisor for Sheridan College's Creative Writing and Publishing Honours Program.

Mark lives in Waterloo, Ontario and can be found online at www.markleslie.ca.

Long Bio: (About 500 words)

Mark Leslie Lefebvre is a self-confessed book nerd who has been writing since he was thirteen and discovered his mother's Underwood typewriter collecting dust in a closet. He started submitting his work for publication at the age of fifteen and had his first story published in 1992, the same year he graduated from university and started working in the book industry.

Under the name Mark Leslie, he has published more than twenty full length books. He pens a series of non-fiction paranormal explorations for Dundurn, the largest independent publishing house in Canada (*Haunted Hamilton, Spooky Sudbury, Tomes of Terror, Creepy Capital, Haunted Hospitals* and *Macabre Montreal*). He also writes fiction (typically thrillers and horror that include *Evasion, A Canadian Werewolf in New York, One Hand Screaming* and *I, Death*) and edits fiction anthologies, most recently as a regular editor for the WMG Publishing *Fiction River* anthology series. Mark's writing has received honorable mention in *The Year's Best Fantasy & Horror* and has been nominated for awards that include the *Prix Aurora Award* and a *Hamilton Literary Award*.

The very same year Mark saw his first short story in print he started working in the book industry as a part-time bookseller, and was bitten by the book-selling bug. He has worked in virtually every type of bookstore (independent, chain, big-box, online, academic and digital). He thrives on innovation, particularly related to digital publishing, and enjoys interacting with the various people who make the book industry so dynamic.

In 2008 Mark purchased Canada's second and the ninth in the world *Espresso Book Machine* when he worked at the McMaster University Bookstore and used it collaborate with publishers and to save students millions of dollars on required textbooks as well as assist local authors with seeing their publishing dreams become a reality.

Between 2011 and 2017, Mark worked at the Director of Self-Publishing and Author Relations for Kobo where he created *Kobo Writing Life*, a free and easy to use author/small-publisher friendly platform designed to publish directly to Kobo's global catalog in 190 countries. By the end of 2016, Kobo Writing Life established itself as the #1 single source of weekly global unit sales for Kobo and, in primarily English language territories, responsible for 1 in every 4 eBooks sold.

At the end of 2017, Mark turned his attention to focus on his writing and his role as a book industry consultant under the *Stark Publishing* imprint which he first created in 2004. Under this imprint, Mark began a series of books about the business of writing and publishing. *The 7 P's of Publishing Success* and *Killing it on Kobo* were released in 2018 under the *Stark Publishing Solutions* imprint. *Indie Publishing Insider Secrets*, which draws upon his three decades of experience as a writer and book industry representative, is slated for release in late 2019.

Mark has spoken professionally in the United States and Canada, in the UK and across Europe, specializing in advances in digital publishing and the vast and incredible opportunities that exist for writers and publishers.

Speaker Introduction:

A self-confessed book nerd, Mark Leslie Lefebvre [Pronounced Le-FAVE] has worked in the book industry since 1992, the same year that his first short story was published. He was bitten by the book-selling bug in the same way that storytelling and writing captured his imagination as a young age.

Mark has worked in virtually every type of bookstore (independent, chain, big-box, online, academic and digital), and he thrives on innovation and imagining what is possible when technology merges with the creative spirit.

Mark has more than twenty books to his name, most of them written under his pseudonym “Mark Leslie” which he says is to save people from having to spell or pronounce “Lefebvre” [Pronounced Le-FAVE], and he has spoken to audiences in Canada, the United States, the UK, France, and Germany.

Please join me in offering our book-nerd welcome to Mark Leslie Lefebvre.

5 Fun Facts You Likely Didn't Know About Mark:

1. In Grade 8 Mark wanted to be President of the Student Council. He was not voted in and did not achieve that goal. In Grade 13 in high school, he became President of the Student Council, but that was a role he neither sought out nor wish to have.
2. Mark grew up as an only child. But he has seven siblings. Mark’s parents’ first names were Gene and Jeannie. His birth parents’ last name was Jean. An additional intriguing “gene” fact is that Mark has acquired his penchant for terrible Dad Jokes from both nature and nurture: His father, Gene Lefebvre, and his birth father, Eddie Jean.
3. Mark has always been a self-starter and publishing pioneer. When he was in Grade 12 and was not voted in as editor of school newspaper, he took the matter into his own hands and launched a new version of the school paper as publisher and editor. He updated *The Gully Gazette* (Levack District High School) from a “foolscap” mimeographed production done four times a year, to a monthly release created using a word processor. It was also the first year the newspaper went from relying on student council funding to creating a self-sustaining profit margin.
4. Despite being terrified of bugs, and, in particular, spiders, Mark’s absolute favorite hero is and has always been Spider-Man. Mark strongly identified with the teenage nerd Peter Parker,

and continues to be inspired by the classic lesson the young hero learned: *With great power comes great responsibility.*

5. Among many other things, Mark is an avid fan of RUSH, Monty Python, John Hughes movies, and craft beer. He regularly interjects verbal quotes from movies, lyrics, the words you read, the songs you sing into regular conversation and adores spreading earworms. In fact, this mini-fact might actually include a reference to one of the aforementioned items.