



Potoula Chresomales  
Vice President, Marketing & Product Development  
McGraw-Hill Construction

## At the Helm of Marketing and Product Development Initiatives

To Potoula Chresomales, digital growth and new distribution channels are key to success

As vice president, marketing and product development for McGraw-Hill Construction, [Potoula Chresomales](#) is responsible for the unit's product management, product development, strategic planning, marketing, business development, alliances/acquisitions, and intranet/internet sites. In all of these endeavors, her focus is largely on generating growth from digital products, new online media models, e-commerce, and new distribution channels.

Prior to assuming her current role, Potoula was director of business development for McGraw-Hill's Information & Media segment, where she led the strategic analysis of potential acquisitions, including the acquisition of J.D. Power and Associates. She also led product development and strategic planning for this segment of McGraw-Hill and introduced a segment-wide product development process.

Potoula joined McGraw-Hill in 2000 through the company's Management Development Program (MDP) and began her career working in corporate marketing and at Standard & Poor's, where she contributed to the national launch of S&P's School Evaluation Services. Potoula's previous work experience includes seven years of product and brand management at Chase and Nabisco. She also has experience leading international consulting projects in Korea and Vietnam.

### A Role Model to Follow

Potoula believes that her professional opportunities have come from having strong role models to follow. To help and inspire others, she dedicates her time to being a mentor and has worked with students from Morris High School, Bronx, New York, in that capacity since 2000. Potoula was the first chair of McGraw-Hill's Women's Initiative for Networking and Success (WINS) and is a mentor for Big Brothers Big Sisters and the McGraw-Hill mentoring program. In 2005, she received a McGraw-Hill Corporate Achievement Award for her work with WINS. In 2007, Potoula was inducted into the YWCA-New York City Academy of Women Leaders recognized for professional achievement, civic commitment, and leadership.

Potoula has an M.B.A from the Tuck School of Business at Dartmouth and a B.S. from the Stern School at New York University.