

## **Association of Professional Genealogists Names Pamela Israel as New Advertising Sales Manager**

**POULSBO, WASH., USA, 12 May 2023** —The Association of Professional Genealogists (APG), the world's largest association for the genealogical profession, is pleased to name Pamela Israel of Pittsburgh, Pennsylvania as its next Advertising Sales Manager.

Israel is the co-founder of Unlock Your History, offering professional genealogical research with a focus on western Pennsylvania and Germanic translation services. As the principal of Climb Far LLC and a former marketing leader for H.J. Heinz North America, she brings two decades of corporate marketing experience to her new role.

"We are excited to welcome Pamela to the APG team," said APG President Annette Burke Lyttle. "The combination of her extensive experience in marketing and advertising with her strong knowledge of the genealogy community will be a huge asset to the association."

Israel is President-Elect for the Western Pennsylvania Genealogical Society and the Archives Chair for the organization. She has a Certificate in Genealogical Research from Boston University and is currently enrolled in ProGen62 and GenProof 81 (both anticipated completion in June 2023).

"This opportunity with APG gives me the chance to merge my professional genealogy experience with my business background," said Israel. "I look forward to establishing new relationships with the association's advertising and sponsorship partners."

Israel is a graduate of Williams College and earned an MBA from the University of North Carolina Kenan-Flagler Business School.

### **ABOUT APG**

The Association of Professional Genealogists ([apgen.org](http://apgen.org)), established in 1979, represents more than 2,000 professionals in various genealogy-related businesses. APG encourages genealogical excellence, ethical practice, mentoring, and education. The organization also supports the preservation and accessibility of records useful to the fields of genealogy and history. Its members represent more than forty countries. APG is active on LinkedIn, Twitter, Facebook, and Instagram.

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