

WERNICK & PRATT AGENCY



On June 30, 2026, Marcia Wernick will retire from Wernick & Pratt Agency, which she co-founded in 2011 with Linda Pratt, who will take over the agency.

Wernick has worked in the children’s book industry for more than 40 years, most of those as an agent representing award-winning and best-selling authors and illustrators such as Alexandra Boiger, Bryan Collier, Jill McElmurry, Peggy Rathmann, and Mo Willems. For decades, she has been a fixture at the Bologna Book Fair, forging lasting relationships with international colleagues, as well as with agent contemporaries here in the US. She has also successfully licensed everything from plush dolls to ringtones, theater and musical productions, and touring art and interactive exhibitions.

“I will always remember the joy of receiving an advance copy of a client’s book, and feeling lucky to have been part of the process to get it into the hands of kids,” Wernick said. “In an industry that has been always evolving, always challenging, the true constant for me has been wonderful colleagues who are similarly driven to create work that is meaningful—sometimes extraordinarily powerful, and sometimes enormously silly.”

Wernick and Pratt have worked together for more than 30 years. When they founded their own agency, this transition was always anticipated. The partners created a culture of collaboration not only between themselves, but within the agency’s team too, as everyone plays a role in support of the agency and its clients as whole in addition to the work for their individual clients. In that spirit, Wernick will continue as a consultant to assist in the transition.

“Marcia has been a constant throughout my entire career, so not having her as my ‘work wife’ will definitely be an adjustment,” Pratt said “Our professional strength as colleagues has always been our complementary skill sets, so I’m deeply grateful to her for imparting so much of her unique wisdom and approach as we enter the next chapter of Wernick & Pratt. I look forward to bringing the agency forward with our talented and longstanding team.”