



**Jon Wuebben** is the CEO of Content Launch, which offers the first content marketing software built for small and medium sized businesses (SMB's) and digital agencies. Content Launch also provides content writing and content strategy services for hundreds of companies and digital agencies.

Jon has spoken at a wide range of marketing industry events including Content Marketing World, Online Marketing Summit, South by Southwest (SXSW), Marketing Profs B2B Forum, Search Marketing Expo (SMX), Social Media Marketing World, New Media Expo, Intelligent Content Conference, Content Marketing Retreat, Lavacon, ADMA (Australia), BIA Kelsey Small Business Forum, the Media Relations Summit and for many organizations, including Hubspot, Intuit, the American Marketing Association and Shop.org as well as industry groups in the areas of content marketing, content strategy, entrepreneurship and now, the future of marketing.

Jon has been listed as a thought leader in the marketing industry by countless publications since 2008.

Jon wrote *Future Marketing: Winning in the Prosumer Age* to help companies plan for future marketing strategy. He draws on the latest research, data and predictions across multiple disciplines to show readers:

How cultural and technological shifts will impact the marketing practice

How content marketing and marketing technology will change

How to transition from brand messages to multi-sensory "experiences"

Why "platforms" will supplant brands for building an audience

Why "Mega Trends" will serve as signposts for connecting with your audience

What the world's foremost futurists are predicting for the next 15 years

Why the "Prosumer" will be th...

## Jon Wuebben

### Speech Topics

- Technology
- Social Media
- Peak Performance
- Marketing
- Communications
- Business Culture



## Testimonials

"I asked Jon to be a part of my real estate seminar 'Boot Camp' in Orlando, Florida. Jon spoke about Online Marketing and Content Development. He did an incredible job, and clearly had the ability to connect with them, which isn't always easy with "big ego" professionals. He was interesting, thought provoking and entertaining. Get Jon on the agenda! He will not disappoint."

- President, N5R.

"Jon Wuebben presented, "Optimizing Your Content for Search Engines and Conversion" at the New Media Expo in August 2008. As a well known Content Strategy expert, it was great to have him at the conference. He did an outstanding job. Jon was interesting, engaging and helpful in providing session attendees with the important information they needed to know about search engine optimization, keyword research, meta tags, writing persuasive content and more. A timely topic for sure. I highly recommend him for your next meeting!"

- CEO, Ideas for Download, LLC.