

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 the new customer
- What the marketing practice will look like in 2021 & 2030
- How to plan whether you're an enterprise, agency, SMB or a local business

His 2012 book, *"Content is Currency: Developing Powerful Content for Web & Mobile"*, helped businesses learn how to plan, create, distribute and manage content. *"Content is Currency"* has been published in six countries worldwide.

Jon has an MBA in International Marketing from Thunderbird, The American Graduate School of International Management. He is also the author of *"Content Rich: Writing Your Way to Wealth on the Web"*.

In the political world, he has worked for Senator John McCain, Vice President Dan Quayle and the 1996 Republican National Convention.

A prolific songwriter, Jon is releasing his first album of pop songs, "The NightBird" in 2017. (<http://www.jonwuebben.com/>)

Jon lives in Fallbrook, an hour north of beautiful San Diego, California with his wife, Karen and his dog Pete.

Find out more at www.contentlaunch.com and <http://futuremarketingbook.com>