

Jon Wuebben is the CEO of Content Launch, a web content development and strategy firm that provides content for hundreds of companies, digital agencies, web designers and others around the world. He is the author of “Content is Currency: Developing Powerful Content for Web & Mobile” and is also the author of “Content Rich: Writing Your Way to Wealth on the Web” (2008). Content Launch is a Telegent Media, LLC company.

Jon has spoken on the topics of Content Marketing, Content Development, Web Copywriting, Social Media and Web 2.0 at the Online Marketing Summit, New Media Expo, Shop.org Annual Conference, Media Relations Summit and for a number of business groups, associations and large corporations.

In 2003, Jon founded Custom Copywriting.com. Rising quickly as one of the fastest growing content providers in the industry, Custom Copywriting wrote copy for the Fortune 100, small startups, and many mid-sized organizations for over seven years. The company then re-branded as Content Launch in early 2011.

Jon and his team have written content for both B2B and B2C, in most every major industry, around the world. His thought leadership, in the form of articles and blog posts on online marketing, SEO copywriting and other online marketing related topics, can be found on hundreds of sites across the web.

Jon also teaches Entrepreneurship and Business 101 at Miracosta and Miramar Colleges in San Diego. He is currently working on developing a non-profit, Urban Entrepreneurs, which will provide small business consultation and education to inner city men and women with limited funding.

Prior to his entrepreneurial activities, Jon worked in key marketing positions for Ford Motor Company and Kia Motors America. He also worked for Senator John McCain of Arizona, Vice President Dan Quayle and the Republican National Convention in 1996.

Jon wrote “Content is Currency: Developing Powerful Content for Web & Mobile” to help businesses of all sizes improve their online content, learn content marketing and achieve more search engine traffic and site conversions. Recognizing there was no book available that gave a comprehensive view of online business content, he wanted to communicate the message and help businesses around the world improve their marketing efforts, generating new sales, improving brand recognition and enhancing their customer relationships.

Jon has an MBA in International Marketing from Thunderbird, The American Graduate School of International Management and a BS in Management from California State University, Chico.

Jon lives in San Diego County with his wife, Karen.