

## ANN HANDLEY BIO

### SHORT VERSION

Ann Handley is a Wall Street Journal bestselling author who speaks worldwide about how businesses can escape marketing mediocrity to ignite tangible results. IBM named her one of the 7 people shaping modern marketing. She is the Chief Content Officer of MarketingProfs; a LinkedIn Influencer; a keynote speaker, mom, dog person, and writer.

### LONG VERSION

Ann Handley is a Wall Street Journal bestselling author who speaks worldwide about how businesses can escape marketing mediocrity to ignite tangible results. IBM named her one of the 7 people shaping modern marketing.

Ann is a digital marketing pioneer and the Chief Content Officer of MarketingProfs, the leading marketing training company with more than 600,000 subscribers.

She is the Wall Street Journal bestselling author of *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*, and co-author of *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business*.

Her books have been translated into 19 languages, including Turkish, Korean, Italian, Chinese, and Japanese.

A LinkedIn Influencer, she has more than 420,000 followers on Twitter and is consistently named one of the more influential marketers on social media.

She has contributed commentary and bylines to Entrepreneur magazine, IBM's Think Marketing, Inc. magazine, Mashable, Huffington Post, American Express, NPR, and the Wall Street Journal.

Ann lives in Boston, where she is Mom to creatures two- and four-legged.

She is an E.B. White Superfan, a Cavalier King Charles Spaniel enthusiast, and a novice tap dancer.

She escapes it all by retreating to her tiny-house office, which houses her vintage typewriter collection.