

ANN HANDLEY INTRODUCTION

Ann Handley is a Wall Street Journal bestselling author who speaks worldwide about how businesses can ignite tangible results with their marketing. 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 education company with more than 600,000 subscribers. She is the Wall Street Journal bestselling author of two books, including *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. The second edition of her book *Content Rules* will be released in 2018.

Ann is a LinkedIn Influencer who has more than 420,000 followers on Twitter.

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

A few fun facts about Ann: She is an E.B. White Super Fan, she loves dogs, and she works in tiny-house office, which houses her vintage typewriter collection.

Please join me in welcoming....Ann Handley.