# InTransition

**Episode 28**

**Joe Pulizzi, founder and CEO of Content Marketing Institute**

**iTunes description:**

This week we are joined by the godfather of Content Marketing, Joe Pulizzi. Joe is the founder of Content Marketing Institute and someone who has a profound impact on the growth of contentgroup. In this episode we look at Joe’s professional career and we discuss the upcoming Content Marketing World and why everyone should attend.

**Bio:**

Joe Pulizzi is an entrepreneur, speaker, author, podcaster, father and lover of all things orange.  He’s the founder of multiple startups, including the [Content Marketing Institute](http://contentmarketinginstitute.com/) (CMI), the leading content marketing educational resource for enterprise brands, recognized as the fastest growing business media company by Inc. magazine in 2014. CMI is responsible for producing [Content Marketing World](http://contentmarketingworld.com/), the largest content marketing event in the world (held every September in Cleveland, Ohio), as well as the leading content marketing magazine, [*Chief Content Officer*](http://contentmarketinginstitute.com/chief-content-officer/). He began using the term “content marketing” back in 2001. CMI also offers advisory services for innovative organizations such as HP, AT&T, Petco, LinkedIn, SAP, the Gates Foundation and many others.

Joe is the winner of the [2014 John Caldwell Lifetime Achievement Award](http://www.customcontentcouncil.com/news/content-council-honors-industry-trailblazer-and-cmi-founder-joe-pulizzi) from the Content Council.  Joe’s third book, [*Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*](http://epiccontentmarketing.com/) was named one of “[Five Must Read Business Books of the Year](http://money.cnn.com/gallery/leadership/2013/10/31/best-business-books.fortune/3.html)” by Fortune Magazine. His fourth book, [*Content Inc.,*](http://www.amazon.com/Content-Inc-Entrepreneurs-Successful-Businesses/dp/125958965X/ref%3Dsr_1_1?ie=UTF8&qid=1436361159&sr=8-1&keywords=content+inc&pebp=1436361175349&perid=1W2ABQF6EWBV9J58703Y)will be released in September 2015.  Joe has also co-authored two other books, [*Get Content Get Customers*](http://www.amazon.com/Get-Content-Customers-Prospects-Marketing/dp/0071625747/ref%3Dpd_sim_b_3) and [*Managing Content Marketing*](http://www.amazon.com/Managing-Content-Marketing-Real-World-Subscribers/dp/0983330719/ref%3Dpd_sim_b_2).  Joe has spoken at more than 400 locations in 14 countries advancing the practice of content marketing.  He’s delivered keynote speeches for events and organizations including SXSW, NAMM, Fortune Magazine’s Leadership Summit, Oracle Eloqua, DuPont, SAP, HP and Dell.

Joe not only writes one of the most influential content marketing [blogs](http://contentmarketinginstitute.com/author/joepulizzi/) in the world, he writes a column for [Entrepreneur.com](http://www.entrepreneur.com/author/joe-pulizzi) and is a [LinkedIn Influencer](http://www.linkedin.com/influencer/5853751).  You can also hear Joe on his podcasts, [“This Old Marketing”](http://contentmarketinginstitute.com/pnr-with-this-old-marketing-podcast/) and [“Content Inc.”](http://contentmarketinginstitute.com/content-inc-podcast/) . If you ever meet him in person, he’ll be wearing orange.   You can find Joe on Twitter [@JoePulizzi](https://twitter.com/joepulizzi).

**Links:**

27.40 Justify Your Trip

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32.35 Mary Meeker Report