InTransition  
**Episode 18**James Mathewson - Global Program Director, Search & Content Marketing at **IBM**, USA

**iTunes Description:**

Today’s guest, James Mathewson is one of the global leaders in building the tools and education to enable a global workforce to do data-driven search marketing. In this episode we discuss the power of Google Adwords and the use of social media metrics to track, listen and ultimately engage with your audience.

**Bio:**

James Mathewson is the global program director for search and structured content strategy at IBM. In this role, he engineers tools to help content producers create, curate, and measure relevant digital client experiences.

These tools use semantic and contextual data to advise marketing, communications, and sales-enablement professionals on what content to create, and how to create it in finable, reusable, and shareable chunks.

James is lead author of Audience, Relevance, and Search: Targeting Web Audiences with Relevant Content and the forthcoming Outside-In Marketing: Using Big Data to Drive Content Marketing.

He lives in Beacon, NY and works in the Watson Marketing Experience Lab in New York City.

**Links:**

04.02 (Audience, Relevance, and Search: Targeting Web Audiences with Relevant Content)

10.53 (Google Adwords)

14.35 (Cloudant)

25.17 (Wimbledon)