



NEWS RELEASE

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Global content expert joins AC Business Media to drive content impact

FORT ATKINSON, WI (August 13, 2019) – AC Business Media announces addition of Christoph Trappe as the company’s first Chief Content Officer. Trappe will be responsible for heading the company’s overall content strategy, content efficiencies and performance, as well as seeking new opportunities for expansion.

A two-time author, Trappe most recently served as Chief Content Officer at Stamats Communications, based out of Cedar Rapids. He helped evolve the company’s editorial teams into a content-performance culture and implemented a Create Once, Publish Everywhere (COPE) model. A trained journalist, Trappe expanded his journalistic storytelling skills within a variety of industries including healthcare, publishing and computer software.

Trappe is a winner of numerous awards including Top 100 Digital Marketer, Global Top 25 Content Marketer and his blog, authenticstorytelling.net, has been listed as a valuable resource to journalists.

“We are excited to have Christoph part of the growing team,” says Barry Lovette, CEO of AC Business. “His extensive knowledge in storytelling will take our content to the next level, while maintaining our status as a top resource for our readers.”

Trappe adds, “I look forward to working with the AC Business Media team in discovering new business opportunities driven by content performance. Together, we will be able to grow the user base by providing relevant and unique content in a content marketing format.”

About AC Business Media

[AC Business Media](#) is a leading B2B media and business intelligence company with a portfolio of renowned brands in heavy construction, asphalt, concrete, paving, rental, sustainability, landscape, manufacturing, logistics and supply chain markets, as well as data-driven marketing and content. AC Business Media delivers relevant, cutting-edge content to its audiences through its industry-leading digital properties, trade shows, videos, magazines, webinars and newsletters and provides advertisers the analytics, data and ability to reach their target audience.

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