Content Strategy Expert Jeff Ramminger Joins MarketMuse Advisory Board

Jeff Ramminger joins MarketMuse as an advisor to further enhance the company's go-to-market strategy.

BOSTON, MA, USA, August 23, 2018 /EINPresswire.com/ -- MarketMuse, the provider of the AI-powered platform for building content strategies, announces the addition of Jeff Ramminger as a company advisor. Mr. Ramminger brings 35+ years of content strategy and product experience from IBM, TechTarget, and Brand Publis to further enhance the company's go-to-market strategy.

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>
> *Jeff Ramminger*

Mr. Ramminger joins MarketMuse briefly following the news of their recent [partnership with Acrolinx](#) and launch of the [MarketMuse Suite](#). The platform analyzes enormous amounts of web content, identifies gaps in coverage, and builds blueprints that show writers and editors exactly how to cover a topic comprehensively.

"We're thrilled to bring Jeff on board," stated Aki Balogh, CEO of MarketMuse. "His deep experience in messaging strategy and bringing products to market is a huge advantage for us. As we continue to build upon the MarketMuse Suite, his guidance and market insight will be invaluable."

Mr. Ramminger joins the likes of Allan Tear (RevUp Capital) and Lawrence Coburn (DoubleDutch) to advise on strategic relationships, the go-to-market strategy, and product positioning. "I wish I had MarketMuse in the past; they are solving a complex problem I had for years and truly provide their clients with a scalable solution that delivers a clear competitive advantage. I'm excited to be a part of it," Mr. Ramminger said.

About Jeff Ramminger
Jeff Ramminger brings 35+ years of business, communications and product experience to his new advisory role at MarketMuse. He is currently the president of Brand Publis, a strategy and management consultancy focused on all aspects of digital and content marketing. His current focus is working with key technology vendors on a variety of digital and content marketing initiatives including branding, messaging, digital advertising, demand generation, social media, sales/marketing intelligence and analytics.

He previously spent 6+ years leading the traffic and search strategies across all TechTarget online properties in addition to leading Field and Product Marketing. He was also the EVP of products, technology, and marketing at KnowledgeStorm for seven years before its acquisition by TechTarget. Prior to that, he spent 19 years at IBM as a sales executive, consulting leader, and e-business services director.

About MarketMuse
MarketMuse an AI-driven platform for building content strategies, informing content decisions, and accelerating content creation. By analyzing massive amounts of web content, the MarketMuse platform builds content outlines that reveal exactly how to write to cover a topic

comprehensively. Organizations use MarketMuse to save hours of research each day, dominate on search, and build thought leadership on topics core to their business.

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