

Randy Frisch Approved Bios

Randy Frisch is the CMO and Co-Founder of Uberflip, a content experience platform that empowers marketers to create content experiences at every stage of the buyer's journey. He has defined and led this movement, prompting marketers to think beyond content creation and truly put their customers first by focusing on the experience.

This movement has fuelled an annual conference, Conex: The Content Experience, that brings together 750+ passionate marketers, and a North American-wide Conex Tour. Randy is also the host of **The Marketer's Journey** podcast, was named one of the Top 50 Fearless Marketers in the world by Marketo, and is the best-selling author of **F#ck Content Marketing: Focus on Content Experience** (yeah, he swears sometimes).