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MEDIA CONTACT:
Amy Board Higgs, publicist
Write is Might Louisville LLC
Cell: 502.552.2140
amy@write-is-might.com

The Content Squad hosts HubSpot CEO at invitation-only event June 11 *Entrepreneur Brian Halligan to discuss how his company has changed the face of marketing*

LOUISVILLE, KY – The Content Squad will host HubSpot CEO Brian Halligan at special, invitation-only event on Tuesday, June 11. During his first visit to Kentucky, the Cambridge, Mass.-based entrepreneur will present some industry secrets and tips surrounding his company's revolutionary inbound marketing product to an exclusive group of local business professionals. Attendees will have an opportunity to get all their questions about inbound marketing answered at the luncheon.

When: Tuesday, June 11, 11:30 a.m.

Where: Limestone Restaurant, 10001 Forest Green Blvd.

Details: Presentation followed by Q&A; complementary lunch; limited seating available (invitation-only)

To obtain an invitation: E-mail a request to Sarah@thecontentsquad.com.

**** Members of the media are invited to cover the event. Please contact publicist Amy Higgs for more information.*

"We are very excited to bring marketing guru Brian Halligan to Louisville for the first time," said Jay Stewart, president and partner of The Content Squad. "Brian is not only a highly respected leader in his field, he is also an innovator when it comes to growing a business from the ground up. We're thrilled to offer a forum for him to share his insights with the Louisville business community."

Halligan and partner Dharmesh Shah founded marketing software giant HubSpot at the Massachusetts Institute of Technology in 2006 on the idea that traditional marketing was broken and the fundamentals of inbound marketing were too complex and disconnected to be effective for most businesses. Halligan and Shah developed the company's namesake software, HubSpot, to fill the widespread need for a cohesive inbound marketing tool. In 2012, HubSpot increased its annual revenue by 82 percent to \$52.5 million. It has 429 employees and serves 8,440 customers.

In addition to his role as CEO of HubSpot, Halligan is a senior lecturer at MIT, where he teaches entrepreneurial product development and marketing. He is also co-author of two books: *Marketing Lessons From the Grateful Dead* and *Inbound Marketing: Get Found Using Google, Social Media and Blogs*, which is in its seventh printing, has sold more than 50,000 copies, has been translated into nine languages and peaked at No. 17 overall on the Amazon.com bestseller list.

Halligan was named the Ernst & Young Entrepreneur Of The Year 2011 New England award recipient. He earned a bachelor's degree in electronic engineering from the University of Vermont and an MBA from MIT Sloan School of Management. He began his career at Parametric Technology Corp. serving in several roles, including senior vice president of the Pacific Rim, which he grew to \$80 million in revenue. He joined Groove Networks as vice president of sales in 2001, where he helped the

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collaboration software company grow to \$20 million in revenue when it was acquired in 2005 by Microsoft and rebranded as Microsoft SharePoint Workspace.

“I am so grateful to my partners at The Content Squad for hosting my first visit to Louisville,” said Halligan. “I can’t wait to speak with key members of the city’s vibrant business landscape about how HubSpot’s inbound marketing tools can help them grow their businesses.”

About The Content Squad:

Louisville-based The Content Squad was originally established as Simplified Solutions LLC in 2007 by Bryce Raley. In 2011, Raley partnered with entrepreneurs Jay Stewart and Wayne Cox to rebrand the company as The Content Squad. The company works with small and medium-sized businesses and organizations at the strategic level to create and develop a customized inbound marketing plan using the HubSpot platform. Services include blogging, website design and development, search engine optimization, content strategies, e-mail marketing, social media strategies, training, etc. The company operates with the highest integrity, based on Christian principles. The Content Squad is located at 2527 Nelson Miller Parkway, Suite 105, Louisville, 40223. For more information, visit www.thecontentsquad.com.

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