

InTransition

Russell Sparkman Episode 08- CEO and Producer, Fusion Spark Media Inc.

Brief description for iTunes:

Our guest today is, Russell Sparkman, who is of the pioneers of global content marketing and a believer in its inevitability. Russell is a good friend of mine and I always enjoy catching up with him to discuss content marketing and in particular, how it relates to challenges of government and the not-for-profit sector.

Bio

Russell is a co-founder of FusionSpark Media, Inc.

Founded in 1999 FusionSpark Media has produced a wide range of content initiatives for non-profit and government agencies in the topic areas of environment, sustainability and health.

With offices across the US and in Japan, FusionSpark Media is made up of a talent network of individuals with backgrounds in marketing, public relations, digital media and journalism.

Russell's role in projects ranges from new business development to content strategy to photography and video creation.

Links

30.39 www.fusionspark.com