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For Immediate Release

## Content Marketing Expert Joins Stamats Business Media

Career storyteller Christoph Trappe brings extensive experience as new Director of Content Engagement



**Cedar Rapids, IA, January 29, 2018:** Stamats Communications welcomes Christoph Trappe (aka [The Authentic Storyteller™](#)) to the Stamats family of business-to-business media brands. As the new Director of Content Engagement for Stamats Business Media, Trappe brings an extensive background in journalism, content marketing and public relations. He is moving back into the publishing arena after time spent in consulting and non-profit work.

Trappe says he is excited to work with “three print magazines with awesome writers and staff in different industries.” He will be in charge of content development for the Stamats’ family of media brands: Buildings, interiors+sources and Meetings Today. He plans to oversee all three in their digital transformation and integration.

“I’ll help the teams rock digital content,” says Trappe, including his signature message of Create Once, Publish Everywhere.

Trappe has his own unique story to tell. Growing up in Germany, he developed an interest in American football. At age sixteen, Trappe moved to Iowa City as a foreign exchange student. After two years of football at West High School, legendary coach Hayden Fry recruited him to play for the University of Iowa. Though professional football was not in his cards, Trappe went on to use his journalism degree working at daily newspapers in Muscatine, Iowa City and Cedar Rapids, Iowa. In the last few years, he has assisted hospitals across the United States in sharing their authentic stories. Ultimately, Trappe has expanded into blogging, conference speaking and authoring the book “Get Real: Telling Authentic Stories for Long-term Success.”

“We are extremely pleased to have Christoph join our Stamats Business Media team,” says company COO Peter Stamats. “Christoph’s knowledge and experience will be instrumental in elevating the engagement of our current brand content for each market we serve as well expanding the range of content marketing services we offer.”

As a globally recognized content marketing expert, Trappe is a frequent speaker at marketing conferences, presenting on social media, blogging and executive buy-in. He was recently named one of the [top 25 content marketing influencers](#) for 2018 by Marketing Insider Group. Trappe comes to his new position at Stamats by way of Toronto-based content marketing firm ScribbleLive.

Trappe and his wife, Rachel Ott, live in Marion, Iowa, with their two daughters. He enjoys gym time and dad time. Both he does often.

#### **About Stamats:**

[Stamats](#) is a leading marketing and research company providing a complete range of services including websites, mobile, PPC, SEO/SEM, content marketing, email, magazines, video, research, traditional media, live events, and database marketing. Stamats focuses on distinct markets to gain unique category knowledge and experience that it brings to bear for the benefit of Stamats’ clients. These markets are higher education, commercial building operation and management, commercial building interior design, professional meeting planning, and healthcare. Through its subsidiary, The Thorburn Group, Stamats provides consumer marketing services to Fortune 500 companies. Stamats was founded in 1923 and today maintains offices in Cedar Rapids, Iowa (headquarters), Minneapolis, Minnesota, and Philadelphia, Pennsylvania.