

Michael J. Becker | Professional Bio



Michael is author of CONTENT CAPITALIST, an end-to-end guide to content-led GTM and lifecycle marketing. In his decade-long career, he's worked with billion-dollar brands, helping lead to 4 acquisitions including Emarsys' \$500M sale to SAP

in 2019. Michael is the creator of the spirituality brand New Earth Knowledge™ which he grew to 60k followers before exiting in 2023. He has consulted 40+ SaaS brands, startups, and solopreneurs on implementing a smart content-led approach. He currently runs content for HackerRank's North America operation and resides in San Jose, CA.

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