



## **Jonathan Ball Named Chief Marketing Officer of Advice Local**

*Advice Local, a leader in local search and digital marketing technologies, announces Jonathan Ball joins the company as chief marketing officer.*

MCKINNEY, Texas--([BUSINESS WIRE](#))-- Advice Local, a leader in local search and digital marketing technologies, announced today that Jonathan Ball has joined the company as chief marketing officer. Mr. Ball will report to Bernadette Coleman, founder and CEO of Advice Local.

“Jon brings a strong track record of empowering brands to be more customer-centric,” said Bernadette Coleman, CEO of Advice Local. “We believe his addition will be a competitive advantage for Advice Local, as well as for our channel partners, brands, agencies, and local marketers who rely on our services and solutions for online data, visibility, reputation management, and top-line revenue growth.”

Effective immediately, Mr. Ball will lead all brand development and marketing initiatives for the company, with an emphasis on strengthening relationships with Advice Local’s current clients and building connections with prospective partners.

“I am excited to join the exceptional team at Advice Local,” said Mr. Ball. “I look forward to expanding the company’s footprint and bolstering their reputation for offering unrivaled products and services to businesses and resellers who wish to positively impact their customer experience across the digital ecosphere.

With 18 years of marketing and content experience on both the agency and client-side, Mr. Ball most recently served as vice president, marketing & communications at Provasi Capital Partners, and has worked with companies and clients such as Capital One, Dell, Omni Hotels & Resorts, Fossil, and HP to increase market share and drive brand preference.

### **About Advice Interactive Group:**

Advice Interactive Group is a local search technology and digital marketing solution provider. More than 300,000 businesses around the web use Advice Local’s local presence management solution to take control of their data, keep their location information current, optimize and syndicate their business profiles across the web. This in turn drives face-to-face and digital interactions intended to boost customer engagement, build audiences, and increase sales through an all-inclusive, white-labeled SaaS-based dashboard and marketing platform.

Based in the Dallas/Fort Worth area with more than 70 employees, Advice has been recognized as one of the SMU COX Dallas 100™, is a three-time Inc. 500 Company, and most recently picked up a Web Marketing Association Internet Advertising Competition Award.

Contact:

Advice Local  
Bernadette Coleman  
bcoleman@advicelocal.com  
214.310.1356