

## Rob Garner, Best-Selling Author and Award-Winning Digital Strategist Named as Chief Strategy Officer of Advice Interactive Group.

Dallas Interactive Marketing Firm Continues National Expansion and Enterprise Growth Through Top-Tier Acquisition.

McKinney, TX – August 21, 2013 - Advice Interactive Group announced today the key acquisition of Rob Garner to their corporate team as Chief Strategy Officer. Garner was formerly Vice President of Strategy for iCrossing, Inc. and author of recognized industry SEO playbook, "[Search and Social: The Definitive Guide to Real-Time Content Marketing](#)" (Wiley / Sybex 2013). Garner's experience has taken him across the globe as a principle architect and strategist to many of the Fortune 500. He is a highly sought-after keynote speaker featured at events such as PubCon, SXSW, SES and many others. Garner also serves as the VP of SEMPO International, an organization focused on education and advancement of the interactive marketing industry.

"We are very happy to have Rob join our team as Chief Strategy Officer," says Bernadette Coleman, Chief Executive Officer of Advice Interactive. "Rob brings a wealth of knowledge and experience in digital strategy that has shaped the way the top global corporations view digital. He doesn't follow the industry trends, he sets them. His passion, experience and knowledge will play a monumental role as [Advice Interactive Group](#) continues to grow as a national digital agency and brand."

Rob comes to Advice Interactive Group after more than 18 years in digital marketing. Formerly VP of Strategy at iCrossing, a unit of Hearst Corporation, Rob developed effective methods for delivering on his search, social and content strategies. He has shared many of those methods and strategies in his book, which has brought his greater understanding of these subjects to thousands of others in the industry.

"I am very excited to be joining Advice Interactive as a part of the executive team," says Garner. "As a full service interactive agency with a core expertise in search, Advice is a perfect match to my skillset and experience. I look forward to further developing our digital media, content, search, and social media practices."

Over the previous twelve months, Advice Interactive Group has enjoyed nearly triple growth through strategic acquisitions and enterprise client expansion. For the second year in a row, Advice Interactive Group has been listed as an INC500 company – quickly climbing the much sought after ranks from #155 to #131.

### About Advice Interactive Group

Advice Interactive Group is an award winning digital agency focused on improving visibility across the digital universe through search, design, and development. Recognized as one of the fastest growing interactive agencies in the U.S. by Inc. 500, Advice Interactive built its reputation through successful partnerships with top brands. The agency excels with proprietary technologies and strategies delivered by a handpicked team of experienced digital professionals. Those strategies and solutions have

pioneered the way successful brands execute and view digital marketing. For more information, visit [www.adviceinteractivegroup.com](http://www.adviceinteractivegroup.com).