

# Advice Interactive Group Expands to Meet Growing Demand for Local Search Technologies and Services

*Digital marketing leader, Dan Sturdivant, joins Advice Interactive Group as Director of Client Services to support market momentum and expanding needs of its top clients*

**MCKINNEY, Texas, July 14, 2016 /PRNewswire-iReach/** – Today Advice Interactive Group, the leading local search and digital marketing technology provider, announced the addition of another stellar digital media and technology veteran to support the next phase of its growth and to meet the increasingly sophisticated digital marketing needs of its customers. Dan Sturdivant joins the company this week as Director of Client Services. Dan previously held a leadership position as a Director with Speakeasy Consulting.

“I am excited to join the Advice Interactive team,” Sturdivant said. “I look forward to helping our clients grow their online presence, by offering a full suite of world-class local marketing solutions. And I’ll be working with a super-talented team that features Bernadette Coleman and Bill Hartzler!”

Sturdivant is incredibly well-versed in digital strategies. He is a leader in the digital marketing industry and also highly involved in the Dallas community, as demonstrated by co-founding both DFW Jingle Mingle and the WorkHacker Conference. He has also served as president and a board chairman of the DFW Search Engine Marketing Association.



“Digital marketing is changing rapidly as local businesses accelerate their digital marketing initiatives to keep up with changing consumer behaviors” Bernadette Coleman, CEO of Advice Interactive Group, said. “Dan joins us at a time when our business is rapidly growing and major channel partners and resellers are looking to take advantage of our new technologies and services to deliver more effective digital marketing solutions. The extensive experience and specialized knowledge Dan has will allow us to rapidly scale our business and support our customers.”

The company’s commitment to help local businesses and brands take control of their online data continues to expand through their ever-growing team, proprietary local presence management technology and their scalable agency services.

For more information about Advice Interactive, Advice Local, or to find out how to become a partner, contact Bernadette Coleman at 214-310-1356 or [bcoleman@adviceinteractive.com](mailto:bcoleman@adviceinteractive.com).

## About Advice Interactive Group

Advice Interactive Group (Advice) is a full-service digital marketing agency with proprietary local search technologies. More than 300,000 businesses around the world use Advice’s digital presence management software to take control of their data, keep their location information up to date and 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-labelled, SaaS-based dashboard and marketing platform.

Based in the Dallas/ Fort Worth area, with more than 70 employees, Advice has been recognized in the SMU COX Dallas 100 (2015), is a three-time Inc. 500 Company and most recently picked up a Web Marketing Association Internet Advertising Competition Award (2015).