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Standing Dog Interactive Promotes Rob Phillips to President

Dallas Internet marketing agency announces ascension of vice president to new role in wake of significant company growth

Dallas, TX - [Standing Dog Interactive](#), an award-winning Dallas-based Internet marketing agency, has strengthened its strategic leadership team with the promotion of Rob Phillips to president.

In his new role, Phillips will spearhead client relations and company initiatives to advance the Dallas Internet marketing agency's best practices and overall efficiencies. Phillips, who served as vice president of Internet marketing, will take on the challenge of ensuring that Standing Dog Interactive provides a consistent client experience across departments and personnel, an impressive endeavor given that the company has experienced exponential growth in the last year alone.

"Our company is now pushing 60 employees, which means that we have an excellent opportunity to interject a more process-oriented focus to the organization that will strengthen our relationships with our growing list of clients," Phillips said. "With more people comes the challenge of streamlining standard operating procedures. I plan to meet that challenge with a combination of innovative leadership and the implementation of consistent strategies."

Standing Dog founder and CEO Mike Wylie held the title of president prior to Phillips' promotion. Wylie continues to lead the overall digital strategy of the company while driving the company's vision of being the best digital marketing agency in the Southwest.

Wylie first recognized Phillips' talent and dedication in 2005 after bringing him to his e-commerce division at Wyndham International. When Standing Dog launched, Phillips was his first hire.

"Rob has been an integral part of Standing Dog Interactive from its start," Wylie said. "His promotion to president signifies the essential part he has played toward the company's growth and success and paves the way for future achievements that we look forward to crediting in great part to Rob's gift for thoughtful leadership and strategic consulting."

Standing Dog Interactive is experiencing strong growth due to its innovative approach to digital strategy, search engine optimization, pay-per-click marketing, social media and display advertising. The company recently generated buzz as a premiere Internet marketing agency in Dallas, TX, with the 2012 win of an [Outstanding Achievement in Internet Advertising Award](#) at the 10th annual Internet Advertising Awards. Hosted by the Web Marketing Association, the competition focused on creativity, innovation, impact, design, copywriting, use of the medium and memorability as criteria for winners.

About Standing Dog Interactive

Standing Dog Interactive is an Internet marketing agency offering digital strategy and execution for search engine optimization, pay-per-click marketing, local search marketing, display advertising and social media. In addition to improving search ranking, online visibility and site traffic, Standing Dog's Digital Strategy, SEO, PPC and social media experts provide in-depth analysis to identify the return on investment and engagement. With a successful record of helping companies reach their target customers, generating leads and driving revenue online, Standing Dog has quickly become one of the leading [Internet marketing agencies in Dallas](#) with a second office in Houston, Texas. Named one of INC. 5000's fastest growing private companies three years in a row, Standing Dog has a commitment to excellence. Major clients include Marriott Hotels & Resorts, Omni Hotels, Greystar real estate and Allie Beth Allman.

