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LSA Prepares for Next Chapter of Location Location Technology Veteran to Lead Content and Programming

TROY, MI & DALLAS, TX - July 24, 2019 - Today, the [Local Search Association \(LSA\)](#) announced the appointment of location technology veteran, Dan Hight as Chair of the Localogy Place Conference.

Hight previously served as a senior executive with [GroundTruth](#) where he spearheaded global partnership strategy while working with traditional and out-of-home media companies to amplify their reach in mobile location data.

"I am thrilled to be working with the LSA where location has always been integral to the industry, the association, and its members," said Hight. "Place Conference provides cutting edge insight into the intersection of data and technology within the context of the physical world, which is transforming not only how we shop, but how we live and work."

This year's [Place Conference](#) will be held at Facebook's new Austin offices on October 15-16, 2019. Place 19 brings together the best of the best in local intelligence, audience targeting, and offline attribution for discussion and education on the next chapter in location.

"As the Local industry continues to evolve, it's our duty to ensure that topics important to our members are kept at the forefront," said Bill Dinan, President, LSA. "Dan understands that SMBs, franchisees, and individual locations are critical to the products SaaS companies are building to fuel local business success. We are excited to have him lead the next phase of Place."

Registration for Place Conference 19 is now open, and early bird tickets are available until August 31, 2019. For more information and to register, please visit www.localogy.com/place.

About the Local Search Association (LSA)

The Local Search Association (LSA) is a not-for-profit association of more than 300 media companies, agencies, and technology companies that enable enterprises and small businesses to achieve more within local markets. From Facebook, USA Today, and Google to Yext, Microsoft and Yelp, LSA members represent today's top organizations serving businesses with

a local presence. The LSA is dedicated to helping its members succeed through data and insights, education, events, consulting, and more. For more information and to become a member, visit www.thelsa.org.

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