

# Bigmouthmedia appoints new Head of Client Strategy



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## **Press Release Summary: Bigmouthmedia, Europe's largest independent digital marketing agency, appoints Phil Stelter to the new position of Head of Client Strategy**

Press Release Body: **Bigmouthmedia** has appointed **Phil Stelter** to the new position of **Head of Client Strategy**.

A leading search marketing professional with over a decade of experience, Stelter will play a key role in the company's continuing expansion strategy. Charged with heading up the strategy team and driving initiatives to increase campaign integration and reduce client costs, the Californian expert will operate out of bigmouthmedia's London offices.

*"The internet marketing business is rapidly maturing. As the sector continues to develop clients will increasingly demand greater integration between the various strands of their digital campaigns, not to mention even greater return on their investment, and agencies must be ready to meet the greater challenge,"* said **Stelter**.

He continued, *"They will need a blend of industry-leading techniques and international perspective that very few companies actually offer, and I believe bigmouthmedia is perfectly positioned to provide it."*

Formerly Director of Business Development for Texas-based Range Online Media, Stelter is a recognised digital marketing expert and regular conference speaker in the US, where he developed new service

offerings and innovative online strategies for several Fortune 1000 companies.

In addition to experience with agency [search engine optimisation](#) campaigns across the travel, government, health care and retail sectors, he managed a variety of site and product developments at BizRate.com (now Shopzilla) for over four years and has been a representative on various IAB committees and the DoubleClick Client Advisory Board.

*"We're delighted to have Phil on board. In the current economic climate the focus is on getting clients more bang for their buck, and by leveraging his experience of cross-channel strategies we expect him to lead integrated digital campaigns that deliver even greater levels of ROI,"* said **Lyndsay Menzies, Managing Director of bigmouthmedia UK.**

*"As the digital marketing sector's nature becomes increasingly international Phil's experience in the US will also be telling. He is a well-known industry figure in America and will spearhead the expansion of our activities there."*

#### **About [bigmouthmedia](#)**

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: Search engine optimisation, PPC, Online Media Planning, [Affiliate marketing](#), Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily [digital marketing news](#) to ensure clients are fully informed and aware of all industry developments.

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