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COMMUNICATIONS GROUP PROMOTES LISA VAN HOOK TO PRESIDENT

Dan Cowling III named Chairman & CEO



Communications Group Executive Vice President & Director of Client Services Lisa Van Hook, APR (left) succeeds Dan Cowling III (right) as President effective September 1, 2024, following Cowling's transition to Chairman & CEO.

LITTLE ROCK, Ark. (September 4, 2024) – [The Communications Group](#) (ComGroup), Arkansas's premier [marketing](#) and [public relations](#) firm, announces the promotion of [Lisa Van Hook, APR](#) to President. This change, effective September 1, comes at a time of immense growth for the agency.

“If there is one thing we embrace at The Communications Group, it is change. For 37 years, our agency has successfully evolved to stay at the forefront of our ever-changing profession. However, there has always been and will continue to be one constant at ComGroup – a commitment to unwavering excellence and exceptional service for our clients. This is a priority I bring in my new role and one I share with the entire team at the agency,” said Van Hook, a 27-year veteran of the agency.

Van Hook joined ComGroup in August 1997. She was later named a principal of the agency, carrying the dual role of Executive Vice President and Director of Client Services in 2011. Van Hook has nearly three decades of experience in public relations, marketing and agency management. In her new role, she oversees the administrative and day-to-day operations of the agency, managing also its award-winning creative, digital, media and public relations departments.

Van Hook succeeds Dan Cowling III, an original founder of the agency, who remains as ComGroup Chairman and CEO.

“When we hired Lisa in 1997, we wanted someone to help us grow our outreach and education work. She did that and more. As of today, she's helped develop over 40 projects and programs in healthcare and education at various levels and has managed our client services and staff. This promotion is the next logical step for her and The Communications Group,” said Cowling.

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About The Communications Group

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, integrated technology-driven implementation and responsive monitoring in agriculture, business-to-business, healthcare and outreach and education sectors. More at ComGroup.com.