



## **White Digital Media's Ladder Adding Steps, Philip Diehl Climbs to Marketing Coordinator**

San Diego, CA December 09, 2010 --([PR.com](http://PR.com))-- White Digital Media, a leading digital business media source for C-level executives around the world, is proud to announce the promotion of Philip Diehl, former market analyst, to Marketing Coordinator. Diehl will now implement growth strategies for White Digital Media as well as oversee social media campaigns for the company and its seventeen growing brands.

Diehl, who has worked his way through a few [White Digital Media](http://WhiteDigitalMedia.com) departments, started as an intern and quickly became a Market Analyst in the company's Lead Generation department. He has recently shifted gears again, this time as a Marketing Coordinator in the Marketing department.

Spearheading social media and networking campaigns, Diehl will develop strategies to not only keep White Digital Media ahead of competitors but also a continued leader in digital technology. Further, he'll apply emerging tools and techniques to play an integral role in the company's expansion in to new territories such as the Middle East and Asia.

"The constant progression within White Digital Media is in response to the constant advancements in technology," said Diehl. "It's exciting to work in an industry where positive change is inevitable; my experience with White DM has been great thus far and I look forward to maintaining our company's competitive edge in the digital world."

For more information on White Digital Media, please visit [www.whitedm.com](http://www.whitedm.com).

### **About White Digital Media**

White Digital Media is a leading global digital media source of industry and business news content for C-level executives in a variety of industries and territories worldwide. Founded in 2007 by entrepreneur Glen White, White Digital Media retains a diversified portfolio of websites, magazines, daily news feeds, and weekly e-newsletters; all of which leverage technology to innovatively deliver high-quality content, analytical data, and industry news.

White Digital Media ([www.whitedigitalmedia.com](http://www.whitedigitalmedia.com)) is headquartered in San Diego, California. Additional offices are located in Boston, Toronto, Mumbai, and Norwich, England. For more information, contact 1-760-827-7800.

To read the original press release, please visit:  
<http://www.whitedm.com/News/wdm-media-hires>

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**Contact Information:**

White Digital Media Group

Chad Recchia

(760) 827-7800

[Contact via Email](#)

[www.whitedm.com](http://www.whitedm.com)

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