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Communications Group Promotes Fahr to Leadership Team



The Communications Group promotes David Fahr to Director of Strategy and Analytics.

LITTLE ROCK, Ark., October 23, 2025 – [The Communications Group](#) (ComGroup), Arkansas’s premier [marketing](#) and [public relations](#) agency, promoted [David Fahr](#) to Director of Strategy and Analytics. With his promotion, Fahr joins the agency’s leadership team, where he will play a key role in guiding the company’s continued success.

“David has been our media director for years, and in that position, he has been a driving force behind ComGroup’s strategic planning and media initiatives,” said [Lisa Van Hook, APR](#), ComGroup President. “He has always been a champion of data-driven strategy. David’s approach to strategy and focus on AI products has contributed to our clients’ growth and success across multiple new and traditional platforms. This new position reflects his innovation and commitment to moving our clients and the agency into the future of marketing.”

Fahr is a veteran media and marketing strategist with more than 30 years of experience across a wide range of industries, with a focus on B2B and industrial marketing. As a member of the agency’s leadership team, he is responsible for leveraging analytics into actionable insights that generate the best outcomes for the company’s clients.

ComGroup’s recent [leadership promotions](#) highlight the agency’s commitment to cultivating leaders who drive innovation that empowers the agency and its clients to thrive in today’s evolving communications landscape. Learn more about the [ComGroup team](#) by visiting [ComGroup.com](#) or by following ComGroup on [Instagram](#), [Facebook](#), [LinkedIn](#), and [X](#).

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About The Communications Group

The Communications Group (ComGroup) is an award-winning, full-service digital marketing and public relations firm. Since 1987, ComGroup has been a trusted partner for creating impactful communications and delivering powerful, integrated marketing solutions. Serving a range of industries, with deep expertise in agriculture, B2B, healthcare and G2C, ComGroup combines data-informed

strategy, customized research, innovative technology and creative campaigns to drive results for clients across North America and Europe. Learn more at comgroup.com.