

Logical Position Announces New Portland-Based Position: Business Development Strategist

PORTLAND, Ore. — SEPTEMBER 30, 2019 — Award-winning digital marketing agency [Logical Position](#) (LP) announces the recent hire of Amanda Ellis Stein, who will fill the new role of business development strategist. In this new position, Stein will work with LP's sales and marketing teams to enhance the organization's external marketing efforts, including social media, content marketing, and event marketing.

Recognized in 2018 as one of the [Portland Business Journal's 40 Under 40](#), Stein brings over a decade of digital marketing experience to LP. Throughout her career, she has fine-tuned her business instincts to manage a wide portfolio of projects, including: defining and enforcing best practices for all aspects of the business, maintaining and monitoring staffing levels, and improving measurable key performance indicators for clients. Her experience has led to significant growth for the businesses she works with in both revenue and employment growth.

Stein says she's looking forward to maximizing LP's business development efforts by pairing her strengths with the proficiency of LP's experts.

"LP has such an excellent team, and I wanted to be a part of that," said Stein. "The digital marketing arena is evolving so quickly – the LP difference is that they have the teams, experience, and relationships to provide solutions for nearly every business. The results speak for themselves."

A Lake Oswego native, Stein comes to LP from XPND Interactive where she served as VP of social media. Previously, she was the marketing director for Sharing Spree, a boutique daily deal enterprise, where she managed every aspect of their digital campaigns across four markets. During her tenure, Stein helped the company experience rapid growth by leveraging emerging marketing tactics.

An entrepreneur at heart, Stein started her own social media marketing agency, Pollinate Social, in 2013; the company later merged with another agency. She also has 15 years of small business ownership experience operating a Martial Arts studio with her husband, Scott Stein. She is a member of the Forbes Agency Council, Trillium Creek Primary School Parent Teacher Association, and recently served two terms as the vice chairperson of the West Linn Economic Development committee. When she's not working, Stein can be found spending time with her four children: Daley, 16; Ella, 12; Hannah, 8; and James, 6.

About Logical Position

[Logical Position](#) (LP) is a digital marketing agency offering paid search, shopping, and social advertising, search engine optimization, and website design. LP has won consistent accolades as an *Inc.* 500 company, a Microsoft Advertising Global Channel Partner of the Year, a Premier Google Partner Award

Winner, a Fastest Growing Company (*Portland Business Journal*), a Top Workplace (*The Oregonian*), a 100 Best Company (*Oregon Business*) and #3 Best Workplace in the country (*Inc.*). Headquartered in Lake Oswego, Ore., LP runs additional offices in Denver, Chicago, Las Vegas, Austin, Charlotte, and Phoenix.

For more information, please visit logicalposition.com, [instagram.com/logicalposition](https://www.instagram.com/logicalposition), and [facebook.com/logicalposition](https://www.facebook.com/logicalposition).

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