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May 05th 2016: Introducing Ethan Rasiel and the Lightspeed philosophy

Learn about Ethan's storied past - from talk radio to journalism to PR - and how he created the Lightspeed philosophy. He'll provide an overview of what will be covered over the next 13 weeks, from advertising to PR to social media, and what you can expect to learn.

He will be joined by two guests - Jerry Griffin of B/H/I, and Amanda Proscia, co-founder of Lightspeed PR.

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Featured Guests



Amanda Proscia

Amanda is co-founder of Lightspeed PR. She is a public relations and branding strategist who specializes in creating communications that differentiate and grow businesses. She was previously part of the corporate communications team at American Express where she managed executive, employee and issues communications for a major division of the company.

[Read more](#)



Jerry Griffin

Jerry Griffin is the general manager of Bender/Helper Impact's New York office. His background runs the gamut of corporate communications, technology, consumer electronics and digital media and entertainment. He has executed broad campaigns and launches for global companies as well as nascent start-ups.

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