




Luke Lambert

CEO

G&S Business Communications

Contact me 

When and where were you born?

1964 in Schenectady, New York.

Where do you live?

Westchester County, New York (Cross River).

To whom do you report?

To all G&S clients and our 140 employees.

To which medium do you turn for breaking news?

Most major news outlets via Twitter.

Which media outlet is the most influential in your world?

My world is mobile. Given that 39 of the top 50 digital news sites have more traffic coming from mobile devices over desktop, I would have to give a nod to three leaders: The New York Times, The Huffington Post, and CNN.

Which politician do you respect most?

Easy: Abraham Lincoln. Not afraid to face the toughest issues of his time (there were many), was guided by a strong moral compass, and appealed to the senses of all Americans.

Which business/brand (other than your employer) do you most admire?

I greatly admire all brands that have staying power. One is top of mind for me today. The Newhouse brand at Syracuse University continues to deliver with a fiercely loyal following, has adapted to rapidly changing industry needs, and markets on global scale.

What is your favourite comms campaign of the past year (not one of your own)?

Norway-based Släger developed a campaign for SOS Children's Villages designed to draw attention to the plight of children in Syria during harsh winters. To demonstrate, they placed a hidden camera at a bus stop in Oslo to document how citizens would react. See for yourself:
<http://www.youtube.com/watch?v=L9O8j9QPZc8>

In what respect has your job changed most in the past five years?

Managing three consecutive years of double-digit growth means nurturing a culture of confident risk taking and putting programs in place to develop a new generation of leaders.

What is the biggest single challenge facing the profession in your market?

The biggest challenge our profession faces is building out entirely new organizations on top of a foundation of rich traditional offerings. We are doing this by strategically aligning all communications disciplines (e.g., digital, content, analytics), breaking silos, and most important, aligning with our clients' business strategy.

What is the best piece of advice you ever received?

Don't take yourself too seriously, lead with humility, and surround yourself with super-talented people.

Who is your favourite fictional PR character (in a movie/TV show/literature)?

Frankly, none are top of mind that accurately portray the principles of our profession. If you did that, ratings would no doubt suffer!

If you weren't in PR what would you do for a living?

I have two siblings who have spent their entire careers in education. I respect them greatly and if I hadn't taken a turn into PR, would probably be teaching.