

For Immediate Release

Keith Lane Guests on UR Business Network's *Exit This Way*

Decorated Adman Delivers Inspired Commentary on the Rise and Fall of the Advertising Industry and Reinventing Your Approach to Find Success in the Digital Era

Boston, MA- When you mention the word advertising today, the first thing that pops into people's minds is AMC's hit series *Mad Men*. Don Draper is as real-life as you can get when you're actually a fictional character. To find the inspiration behind Draper's character, look no further than Keith Lane – Chief Creative Officer and founder of Keith Lane Creative Group. The difference between Don Draper and Keith Lane is that one of these two men has actual real world creative advertising experience. Only one of these men can cite Fox Sports, Puma, the National Hockey League, the Boston Celtics, Major League Soccer, Comcast Sports, Honey Dew Donuts, and Lids as working pieces of their expansive client list. Lane, not Draper, was also just honored as a Top 100 Creative Influencer at the 53rd annual Hatch Awards. *These* distinctions belong to Lane.

Lane was recently invited to join host Kerri Salls on the UR Business Network's *Exit This Way* program for an extensive Q&A session.

“Keith has a personal story about massive success and distinction in his industry, being at the top of his game. Yet he too was directly and instantly impacted by a national economic event out of his control,” said Salls. It's a gut-wrenching and cathartic story that should be a wake-up call for many business owners.”

The advertising industry was decimated within weeks by the 2008-2009 Recession. This was not an ideal exit from any business, but it does happen. Keith was wise enough to rebound by not repeating the old model. He developed a new business model for Keith Lane Creative Group; reinventing himself and his business. Getting beyond an unforeseen and uncontrollable event that shuts down not just your company but your whole industry, then reinventing yourself, and excelling in your new venture – that's a story more business owners need to hear. That's why having Keith on *Exit This Way* was a powerful interview.”

Prior to forming Keith Lane Creative Group, Lane was the Founder, Partner, and Creative Director of the highly respected advertising and marketing communications firms Emerson Lane Fortuna and Arnold Fortuna Lane, now known as Arnold Worldwide. He's won over 500 creative awards for his work at major shows such as The Clios, Emmys, One Show Gold, Communication Arts, The Hatch Awards (including 2 Best of Shows), Andy Awards, London Art Directors Show, Paris Creative Show, Tokyo Creative Awards, and The International Film & TV Festival Gold Medal.

Keith Lane specializes in branding seamlessly across all communications channels and driving a major return on investment for his clients. He spoke of the demise of the entire advertising industry as a consequence of the economic downturn. He has morphed the old

advertising industry model into a new paradigm at Keith Lane Creative Group. His imagination and resilience came through in every story and hindsight he shared with listeners during the half-hour segment. When you get knocked to the ground, you get back up. You fight. You push forward. You win. Quitting is not an option.

Click here to listen to the program: <http://urbusinessnetwork.com/keith-lane-keith-lane-creative-group-exit-way-kerri-salls/>

For more information on Keith Lane Creative Group visit:
www.keithlanecreativegroup.com

For interviews and all other applicable media request, please contact:
pr@boldwerks.com