



PR Week Magazine has described **Peter Shankman** as “redefining the art of networking”, and Investor’s Business Daily has called him “crazy, but effective”. Peter Shankman is a spectacular example of what happens when you merge the power of pure creativity with Attention Deficit Hyperactivity Disorder (ADHD) and a dose of adventure and make it work to your advantage.

An author, entrepreneur, speaker, and worldwide connector, Peter is recognized worldwide for radically new ways of thinking about Customer Service, Social Media, PR, marketing, and advertising.

Peter is best known for founding Help A Reporter Out, (HARO) which in under a year became the de-facto standard for thousands of journalists looking for sources on deadline, offering them more than 200,000 sources around the world looking to be quoted in the media. HARO is currently the largest free source repository in the world, sending out over 1,500 queries from worldwide media each week. HARO’s tagline, “Everyone is an Expert at Something”, proves over and over again to be true, as thousands of new members join at [helpareporter.com](http://helpareporter.com) each week. In June of 2010, less than two years after Peter started HARO in his apartment, it was acquired by Vocus, Inc.

Peter is currently a Principal at Shankman|Honig, a consultancy designed to help corporations, businesses, and retail operations create stellar customer service that resonates in our new “conversation economy,” driving revenue, repeat business, and new customers.

Peter is also the founder and CEO of The Geek Factory, Inc., a boutique Social Media, Marketing, and PR Strategy firm located in New York City, with clients worldwide. His blog, which he launched in 1995, both comments on and generates news and conversation...

## Peter Shankman

### Speech Topics

- ☐ Social Media
- ☐ Marketing
- ☐ Customer Service

