Meet Neil Gordon

As Lodestar's Communications Director Neil Gordon draws upon his extensive experience helping experts, thought leaders, entrepreneurs, and other visionaries to become the face of a movement.

Neil is a former member of the editorial staff of Dutton, now a division of Penguin Random House, and has ghostwritten multiple books for major publishers like HarperCollins and Hay House. He has been featured in media outlets like Forbes, Fortune, Inc., NBC Palm Springs, WACH Fox 57, and KTLA, and is a VIP contributor for Entrepreneur.

Neil Gordon began his journey as a communications expert on the editorial staff of Dutton, now a division of Penguin Random House.

It was there where he worked with *New York Times* bestselling authors and first came to understand the power of persuasion - and the many potential forms it can take.

After leaving Dutton he helped a variety of authors procure deals with major publishing houses like Penguin Random House, HarperCollins, and Hay House, and collaborated on the associated book projects as well. His clients have been featured in a variety of media outlets, including being seen on national shows like *Ellen* and *Dr. Oz*.

In the years since, he has educated experts in many different fields ranging from business to medicine to unified physics, but at the heart of this work is a simple idea: that effective communication values the recipient over the sender. This becomes the very key to persuading others without manipulation or untoward behavior - to build value in the lives of others.

Neil has been featured in a variety of media outlets promoting communication as an act of service, including Forbes, Fortune, Inc., The TED website, NBC Palm Springs, WACH Fox 57, KTLA, and BoldTV. He is a VIP contributor to Entrepreneur as well.

As Lodestar's Communications Director, Neil helps Dr. Sarraf and the associated faculty members to ensure that the company's content is as accessible and actionable as possible, and that those who are in greatest need of this message ultimately find it.

LODESTAR

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