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PLDW Partner Brian J. Lamoureux’s Cutting-Edge MBA Course on “Digital and Social Media in the Business Environment” to be offered at Providence College School of Business

The course is considered the first-of-its-kind in higher education in the region

Providence, RI – June 16, 2014 – Pannone Lopes Devereaux & West LLC (PLDW) Partner Brian J. Lamoureux, a nationally-recognized legal authority on the use of social media and an adjunct assistant professor at the Providence College School of Business (PCSB), has designed a first-of-its-kind course for the M.B.A. program, entitled “Digital and Social Media in the Business Environment.” The course will give students an opportunity to examine the widespread use and implications of digital and social media in the contemporary business world. Attorney Lamoureux will teach the course with an emphasis on emerging topics like privacy rights and regulatory compliance, as well as the use of social media in crisis situations, making hiring decisions, creating social media policies, and best practices for businesses when using social and digital media. The course will be offered for five weeks, beginning July 1, 2014, on Tuesdays and Thursdays from 6:30 p.m. to 9:45 p.m.

“‘Digital’ touches every aspect of business these days and is often a central focus,” said Dr. Sylvia Maxfield, dean of PCSB. “The Providence College School of Business is very pleased to have Brian Lamoureux inaugurating our curriculum coverage in this important arena of business activity.”

“I am thrilled that my alma mater has given me the opportunity to leverage the expertise I have developed in social media law to design this course,” said Attorney Lamoureux. “My clients are concerned with the legal risks and exposure to their companies in this area when hiring recent college graduates and other young employees who are accustomed to communicating using digital and social media without much reflection or care. This class will arm students with the training they need and best

practices to follow, as well as give them the knowledge to avoid traps when using digital devices and social media in business.”

Attorney Lamoureux is a PC graduate, Class of 1994, with a B.A. in Political Science, *cum laude*, and earned his J.D., *magna cum laude*, from the Syracuse University College of Law. At the same time, he received a Master of Public Administration from the Maxwell School of Citizenship and Public Affairs. He also holds a Master of Arts degree in Political Science from the University of Rhode Island, where he was a teaching assistant in American Government and International Relations.

In his law practice at PLDW, Attorney Lamoureux is a member of the firm’s Litigation, Employment Law and Corporate & Business Law Teams. His extensive practice areas include complex commercial litigation, employment law, social media law, and creditors' rights. In addition to being an accomplished business litigator, he is widely known as an authority on legal issues relating to social media, and has presented nationally to Fortune 150+ executives and thousands of business, marketing, education and human resource leaders in and beyond the local market. He is also a published author and broadcast commentator on the topic, including appearances on WPRI-TV, NBC10 and NECN-TV, the nation’s largest 24-hour regional news network. Attorney Lamoureux was named to the *Providence Business News* Class of 2011 *40 Under Forty*, having distinguished himself in the practice of law and as a community leader.

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About Pannone Lopes Devereaux & West LLC

The attorneys and staff at Pannone Lopes Devereaux & West LLC (PLDW) are committed to developing practical and cost-effective solutions while also being supportive of the community in a meaningful way. PLDW has developed a business model that combines international expertise with a more cost-effective delivery system that involves cross training of lawyers and a more practical approach to problem solving. The primary areas of practice for the firm include administrative, corporate and municipal law, civil litigation, employment, government relations, real estate and commercial lending and estate planning and special masterships. The partners demand of themselves and those on the PLDW team, an unparalleled sense of urgency and responsiveness which is derived from an authentic appreciation for their clients and the community in which they serve. For more information, visit www.pldw.com.