

In just over a decade, Lamb has proven himself a business innovator, bringing a fresh vision and bold approach to industry leaders such as Frito Lay and Robert Half International. By 2008, Lamb had dumped the traditional business world for the digital realm, where he developed a new, innovative means of cultivating engaged online audiences that attracts content providers, brand partnerships and new revenue opportunities. In 2009, Lamb joined CEO Alex LeMay in co-founding The Shadow Gang, their content development division, and is now spearheading the growth of Multipop and the platform it is built on, Galahad. He and his team focus on core business development, operations and investor relations.