

SXSW Speaker Rich Ruddie Covers Brand & Reputation Protection With Attorney Drew Rossow

Grit Daily House panel covers reputation and brand protection with pioneer Richart Ruddie & Andrew Rossow



Austin, Texas Mar 31, 2022 ([IssueWire.com](https://www.issuewire.com)) - Branddefenders & Reputation Management Company pioneer Rich Ruddie sits down with expert attorney Drew Rossow who deals with Cyber Law issues. The panel during South By Southwest was held at the Grit Daily House. SXSW is known as the biggest Tech event in the great state of Texas. The event was held in Austin in mid-March for 11 days and the panel was held near the convention center at the Grit Daily house which had over 600 visitors and thousands of live streamers through the Grit Daily news website.

The talk started off explaining what the ORM industry is and Richart Ruddie discusses with the audience how nobody is immune from attacks online and if you've ever commented on Twitter with a disagreement then you would know how quick people are to attack you from behind a keyboard.

Discussions about surveys and gripes that allow clients to be heard and thus the way to solve problems as well as attorneys that work with them after the fact of an incident. Unfortunately, 99% of clients are reactive versus proactive.

Called The Ray Donovan of the internet Ruddie discusses his network of Public Relations firms, attorneys, and speaks about how Bad Ideas are good, good ideas are great, and no ideas are terrible because his company likes his employees and team to think outside of the box to resolve issues.

The panel also discusses Google's policy on removing exploitative content from scam websites and how these sites are copying content that they do not own.

Myth debunking was another topic covered on how difficult reputation management and public relations can be was also covered. Including a mention of a celebrity client who thought cleaning up search results was easy only to find those negatives still online years later when the client didn't seek any help. One example was just because 10 unwanted websites are ranking it doesn't mean 10 new websites created will outrank the unwanted especially if it's a New York Times publication.

Talking about the alignment of client goals such as ensuring that the clients success is equal to the reputation management company's success. Andrew talks about how everybody's name is out there and asks about online tips and advice for protecting your name and likeness from cyberbullies and Ruddie dives into how they can protect their brand online.

One of the questions asked by the audience included deep fake technology and how to file potential copyright claims on deep fake AI technology as well as risks to clients big or small when doing long-form in-depth content such as a piece a client of Richart's did with The Rolling Stone.

Watch the [replay from Grit Daily on Youtube here](#).

About Richart Ruddie - is a serial entrepreneur, art collector, effective altruist, and owner of multiple businesses including numerous reputation management-based websites. Ruddie has been featured in Entrepreneur Magazine, Forbes, Wall Street Journal, Baltimore Sun, Sun-Sentinel, Denver Post, and many more.

About Grit Daily - Grit Daily is the award-winning, New York-based news outlet that's covered 8,000+ startups. Its sister publication is BlockTelegraph, the Blockchain industry trade publication supported by Polygon. Equally known for its events, including an alliance with Microsoft for events in Times Square and Miami Blockchain & NFT Summit, which Grit Daily sold to Mana to form NFT BZL, Grit Daily's flagship event is Grit Daily House. The stage during SXSW hosts some of the best content, with innovative company leadership across the startup, food, and drinks spectrum filming live.

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