

The “Godfather of Rare Earths” Jack Lifton to host a new InvestorIntel critical materials’ market series

Expert Jack Lifton to explore how the American recent policy shift has inspired a rare earths revival and a rebirth of a domestic rare earth permanent magnet supply chain

Toronto, November 4, 2019 – InvestorIntel, a leading online source of trusted investor information, is pleased to announce Jack Lifton as the new host for leading coverage of all related rare earths, critical materials and technology metal interviews in this geopolitically charged sector.

Adding significant depth of knowledge and expertise to the bench strength of the existing InvestorIntel Corp. team, CEO Tracy Weslosky comments: “Rare earths are attracting half of our viewer interest on InvestorIntel.com, providing strong indicators that the sector is attracting investor and capital market industry. Jack was there first calling the rare earths market in 2008, just before the market exploded in 2009-2010, so of course I speed-dialed the ‘Godfather of rare earths’ to ask him how fast he could bring us all up to speed on what is ‘real’ in the market coverage. Instead of just interviewing him, we felt we would all thrive if we had him interview the industry. We were exceptionally delighted when the expert who coined the term ‘technology metals’ agreed to lead the charge for market updates. Jack’s interviews will unquestionably be the most informative interviews in the industry, published on InvestorIntel.com, YouTube, and redistributed through iTunes, Spotify and Amazon Google podcast channels.”

Recently publishing [How the American recent policy shift has inspired a rare earths revival](#) Jack writes that the American Federal Government's recent policy shift to require national self-sufficiency in critical metals for technology for the Defense Department, the interest is now on whether total domestic supply chains can be constructed or revived, he adds that: "the Chinese costs are rapidly rising to first world levels, and that this fact as much as any other is driving the rebirth of a domestic total North American rare earth permanent magnet supply chain."

Jack Lifton is the CEO for Jack Lifton, LLC, a consultancy he began in 1999 upon his retirement as the CEO of an OEM automotive supply company specializing in process chemistry and metals trading. A consultant, author, and lecturer on the market fundamentals of technology metals. Technology metals is a term that he coined to describe strategic metals whose electronic properties make our technological society possible. These include the rare earths, the platinum group metals, lithium, graphite and most of the rare metals and materials.

A member of the Minor Metals Trade Association, Jack is an advisor to the Malaysian Academy of Science in Kuala Lumpur, and he is a member of that Academy's Rare Earth Task Force. He is also a member of numerous professional societies and is a frequent speaker at both professional and industry events on both the markets for technology metals and materials and on the use of new and newly applied technologies to the extraction, refining and fabrication of rare metals and materials.

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coverage, analysis, videos and podcast reports and is based in Toronto, Canada.