



**BRUCE LICHT**

**FOUNDER OF MY ELEVATOR PITCH FOR GOD, ENTREPRENEUR, AND AUTHOR**

Bruce grew up in Lafayette, California and received a BA in Political Science from UCLA as well as a Graduate Gemologist degree from the Gemological Institute of America. After graduating, Bruce operated his family's 100 year-old retail fine jewelry business for twenty-two years. Bruce had a passion for computers and graphic arts, so he changed careers and joined his best friend at a national technical publishing company for seventeen-years as the company's Publisher, where they invented the modern labor law poster industry, including the first "All- On-One Labor Law Poster" and "Labor Law Poster Compliance Plan."

Aside from being the Founder of this website, *My Elevator Pitch for God*, Bruce was the co-editor of the book titled, *Elevator Pitches For God: Volume 1*, and author of the cookbook titled, *Immediate Chef: No Previous Experience Required*.

Bruce's goals for this website are: To introduce more people all around the world to God and strengthen the faith of those who already believe in a non-political and non-religious way, to bring people together, find common ground between different faiths, create meaning in people's lives, and start to move the world in a better direction.

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You can also connect with the website project's LinkedIn page by clicking below:

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# Modern Tools and Timeless Truths

BRUCE LICHT

I was not alive for the discovery of the wheel, the printing press, the lightbulb, automobiles, or airplanes, but I am old enough to remember some amazing advancements. I remember when phones had to be connected to walls. I remember having to go home to listen to messages on my answering machine. I remember getting CDs<sup>1</sup> in the mail from *America Online* and sending my first instant message. I remember sending my first text on my *Motorola flip phone*. I remember my first smartphone with apps. These were all amazing discoveries, but can't God speak to you wherever you are, record conversations, send someone an instant message, or take a picture? Modern technologies should be seen not as *human inventions*, but rather as *human discoveries* that imitate or replicate God's timeless divine attributes.<sup>2</sup>

We now have GPS and navigation apps that rely on satellites to tell us how to avoid traffic and find our destination. But can't God guide our steps, straighten our paths, and direct us to where we ought to be going in life?

We now have facial recognition and surveillance cameras that can identify us in a crowd, unlock phones, and record all our movements. But doesn't God know who we are, where we go, and understand our deepest thoughts, far beyond any camera's view?

We now have *artificial intelligence* programs that act as creators by writing text, creating images, and composing music from simple prompts. But didn't God originally create the entire universe out of nothing? So, isn't AI really just rearranging what God already produced?

We now have 3D printers and *bioprinting* which allow scientists to print artificial tissues, organs, tools, and complex structures from raw materials. But isn't God the ultimate Creator who breathed life into inanimate matter, a miraculous feat that no technology can replicate?

We now have streaming services with endless, on-demand entertainment at our fingertips. But doesn't God offer spiritual satisfaction, peace, and joy that truly fulfills, unlike the temporary distraction of media?

We now have lie detector machines that can tell if you're telling the truth. But doesn't God know what's in your heart and when you are not being truthful?

Ultimately, these advancements are not mere human triumphs, but glimpses into many divine attributes that are already present in God. While technology attempts to mimic omniscience and omnipresence, these tools remain inherently limited, temporary, and subject to decay. They are not independent creators, but rather, function as reflections of the Creator, utilizing the laws of nature and resources that He established from the beginning. While modern tools offer convenience and temporary satisfaction, they cannot fulfill one's deep spiritual longing, give actual eternal life, or offer genuine peace as God does. So instead of making technology our idol, we should see it as a signpost directing us to recognize God's supreme power, wisdom, and presence. These innovations exist simply as useful tools that dimly reflect God's unrivaled capabilities. They point to the God who exists and is all around us.<sup>3</sup>

## Footnotes:

- 1) A Compact Disc (CD) is a 120mm-diameter, 1.2mm-thick digital optical disc used for storing up to 700MB of data or 80 minutes of audio. Developed by Philips and Sony in 1982, it uses a 780nm laser to read microscopic pits and lands encoded in a spiral track on a polycarbonate layer. CDs include pressed (audio/data), CD-R (recordable), and CD-RW (rewritable) formats.
- 2) From Rabbi Aryeh Wolbe's Parsha Review Podcast with Torchweb.org: Dry Land in the Raging Sea—Recognizing Miracles Every Day (Parsha Pearls: Beshalach) 5786, January 30, 2026.
- 3) Rabbi Yisrael Meir Kagan (1838–1933), considered one of the most influential Torah scholars of the 20th century, was a Lithuanian Jewish rabbi, posek (halachic authority), and ethicist, popularly known as the Chofetz Chaim after his seminal work on the laws of prohibited speech (*lashon hara*). He is regarded as saying that we haven't begun to see all the technology that will be discovered and that "technology's purpose is to tell us that God is around us everywhere."