

HudsonLake

STRATEGIC COMMUNICATIONS

The Next Generation of Strategic Communications

- > Strategic Counsel
- > Workplace Communications
- > Issue Management
- > Crisis Communications

“... all-around hitters: whether it’s managing a crisis, bringing other top-notch services to the table, serving as ‘campaign managers’ for highly complex situations, or providing rock solid advice and counsel, this firm delivers.”

Dave Pflieger
Former CEO
Silver Airways

“... one of the most experienced and effective labor communications and issues management specialists practicing today.”

J. Thomas Bowler, Jr.
Senior Vice President,
Human Resources and Organization
United Technologies Corporation

About HudsonLake

Founded by veteran communication professional Cynthia Hudson, HudsonLake represents the next generation of strategic communications. HudsonLake’s approach offers clients access to a full range of best-in-class services, while maintaining the unparalleled level of hands-on senior counsel their select group of clients demand.

Why HudsonLake

Clients who retain HudsonLake are seeking:

- > Senior communications counselors to the C-Suite and Boards of Directors
- > Experienced experts in labor and workplace communications
- > “Campaign managers” to oversee multifaceted and complex crisis, public affairs and issues management initiatives
- > Access to highly specialized practitioners who provide best-in-class services from across a wide variety of specialties and geographies
- > Principals who remain fully engaged, most often working onsite on a day-to-day basis for the duration of the assignment

Services

HudsonLake, working seamlessly with clients, offers a full range of best-in-class services while maintaining an unparalleled level of hands-on senior counsel. HudsonLake acts as campaign managers to deliver integrated and multi-faceted communications strategies that move public opinion, educate and motivate target audiences, inform internal and external audiences, protect and build brand reputation, and maintain the confidence of key stakeholders.



Experience

- > Led the communications effort for the **restructuring** of a major airline, including the initiative that defeated a hostile takeover attempt
- > Developed and managed a **fully-integrated communications effort** surrounding a federal government examination of the business practices of a major institution in the home mortgage industry
- > Designed and oversaw the **global communication program** related to the then world's largest bank scandal
- > Led an industry-wide communications effort to prevent reputational damage and decline in consumer sales following the announcement of an **international boycott** of a major food industry's product
- > Conceived and managed a **national public affairs campaign** that prevented cuts in federal student aid programs
- > Directed the global communications efforts, including acting as the **international company spokesperson**, for a major international oil company following the expatriation of company assets and bankruptcy proceedings
- > Developed and conducted communication/**employee engagement strategies** leading up to and in support of negotiations for large hospital systems and one of the nation's leading academic medical centers
- > Informed the communications strategy and messages that mitigated CEO and **executive compensation** issues related to the then largest private equity buyout
- > Created and directed a multi-faceted public affairs effort of a major electric utility to gain **community, political, regulatory and media support** for a significant increase in coal generation capacity
- > Developed and conducted effectiveness **communication training programs** for the managers and supervisors of corporations and health care entities, with a focus on preparing leaders to discuss "wedge" issues with employees
- > Crafted multi-faceted strategies for leaders in the health care, aviation, manufacturing, grocery, telecommunication, automotive, package delivery, steel and agriculture industries to thwart **corporate campaigns** and drive employee engagement
- > Developed the **communications strategy and messaging** for the restructuring of a multi-national's major business unit, which included plant closings

"Cynthia was my quarterback on all things communications. I fought hard to get her. It was worth it. Smart. Tough. At times unconventional. It's who I'd want by my side when the going gets tough and the challenges are complex."

Jerry Grinstein
Former Chairman and CEO
Delta Air Lines

“Cynthia is one of the most astute strategic advisors in our nation. She has an uncanny ability to hear a complex problem, and turn it around with a common sense solution.”

David Warren
President

National Association of Independent Colleges
and Universities

HudsonLake Principal

Cynthia S. Hudson

- > Award winning, 25-year public affairs veteran with a bi-coastal client base
- > Directed the largest global public affairs practice in the industry with oversight of 20 offices with 250 employees world-wide; managed the global agency’s Washington, D.C., office
- > Served for the past ten years as an independent consultant to the C-Suite of Fortune 100 companies, leading not-for-profits and national trade associations
- > Served as a communications advisor in two presidential campaigns and Communications Director/Press Secretary to a Member of Congress

For full biography, please visit HudsonLake.com