

Cynthia Hudson

Cynthia Hudson has served for more than 25 years in the communications and issues management arenas.

Prior to establishing HudsonLake, Ms. Hudson for more than a decade served as a private consultant to leaders in the corporate and not-for-profit sectors. She established her consulting practice after serving as the chair of Burson-Marsteller's Global Public Affairs Practice, the then largest public affairs practice in the industry. There Ms. Hudson managed an approximately \$100 million enterprise with more than 250 employees in twenty offices worldwide and served as a senior counselor to Fortune 100 companies and foreign governments. She also managed the agency's Washington, D.C., office, with oversight of its lobbying, research, grassroots and advocacy advertising businesses.

While at Burson, Ms. Hudson established the agency's labor relations practice. Fifteen years later, she is widely recognized as an expert in managing corporate campaigns and developing effective labor relations communications strategies. In conjunction, Ms. Hudson also develops and instructs employee engagement and corporate campaign management courses and management communications training programs tailored to an organization's specific issues.

Outside of the labor arena, Ms. Hudson's communications experience includes several high profile corporate crisis, restructuring and reputation management campaigns encompassing critical domestic and international legislative, financial and regulatory issues. She has been recognized for her leadership in designing the global communications strategy related to one of the world's largest bank scandals (Bank of Credit and Commerce International), and has worked in many of the world's major capitals. Her political work includes serving as a senior communications advisor in two presidential campaigns and as communications director to a Member of Congress. HudsonLake's crisis clients include American Airlines, Delta Airlines, Cedars-Sinai Medical Center, Toyota Motor North America, United Technologies Corporation and Verizon Wireless.

Ms. Hudson has been recognized by her industry for her leadership and is a frequent speaker on corporate campaigns, employee and stakeholder engagement and governance issues.