

Laura Moore

Communications Specialist

214.701.5756 *cell*
lmoore@hudsonlake.com

Laura Moore has extensive experience in global strategic communications, including the areas of corporate communications, issues and crisis management, media relations and employee communications. Laura has a strong track record for building and repositioning organizational reputation, including change management and culture initiatives, merger integrations, corporate turnarounds, and business restructurings and relocations. She has also led crisis communications for issues involving executive misconduct, crimes against persons, workplace violence, data breaches, and product liability litigation and recalls.

Prior to joining HudsonLake Strategic Communications, Laura was president of LKTM Consulting Group. She served as a consultant on issues management, consumer public relations and social media strategy for consumer and B2B brands, with a focus on specialty retailing, real estate and technology. She also specialized in working with start-ups and newly reorganized companies.

Laura previously served as chief communications officer for some of the world's most recognized brands, including personal care company Kimberly-Clark, sports equipment designer, developer and marketer BRG Sports, online higher education service provider Academic Partnerships, and national retailers RadioShack and Zales Jewelers. Her communications work, and that of the teams she has led, has been recognized by the Corporate Executive Board, KPMG, and *PR Week Magazine*.

Laura is a member of the Arthur W. Page Society and Public Relations Society of America and currently serves as a Board Member for the Dallas Women's Foundation. She holds a B.A. in journalism from Texas A&M – Commerce.