

"We tapped HudsonLake to manage a voluntary settlement announcement we reached with the government. As a top global brand, there was much at stake.

The announcement was flawless, and we enjoyed far better results than our competitors in similar situations. They were strategic, hands-on and great team players. We continue to rely on their counsel today."

Katherine Adkins

*Group Vice President, General Counsel and Secretary
Toyota Financial Services*

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"From the start to the finish of Delta's restructuring — which included building constructive relations with our pilot union and successfully fending off a hostile takeover attempt — 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*

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"We counted on HudsonLake to design, lead and execute virtually every aspect of our One Toyota change and engagement communications program as we restructured our organization, consolidated our corporate headquarters and relocated thousands of team members to our new HQ campus and other U.S. facilities. Their ability to "connect the dots" and work across our organization to oversee and deliver a highly complex multi-year communications campaign — creatively and efficiently — has been critical to our success."

Cheryl Hughes

*Group Vice President and Chief Human Resources Officer (CHRO)
Toyota Motor North America*

PLEASE CONTACT US TO LEARN MORE ABOUT HOW WE CAN HELP.

hudsonlake.com | info@hudsonlake.com

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EXPERIENCED COUNSELORS. TRUSTED COMMUNICATION CAMPAIGN MANAGERS.

Strategic Corporate Communications
CEO Transitions & Leadership Positioning
Organizational Change, D&I, Culture & Employee Engagement
Labor & Workforce Communications
Reputation Management & Crisis Communications

HudsonLake

Founded by veteran communication professional Cynthia S. Hudson, HudsonLake represents best-in-class strategic, crisis and transformative workplace communications. Our clients gain unparalleled depth and breadth of experience through hands-on senior-level counsel and access to a full suite of communication and creative services. Clients most often turn to HudsonLake to manage multi-faceted, complex and highly sensitive initiatives requiring a myriad of communications services from a multitude of vendors.



The Benefits of a HudsonLake Partnership

- Sound counsel from seasoned communications professionals with deep experience working directly with the C-Suite and Boards of Directors
- A dedicated “campaign manager” who remains fully engaged to guide and oversee your project needs, often working onsite to oversee and coordinate the initiative
- Seamless access to a network of practitioners who provide state-of-the-art communication tools and services across a wide variety of specialties and geographies



We invite you to learn more about HudsonLake at hudsonlake.com.



Reputation Management, Crisis & Transactional Communications

HudsonLake helps clients mitigate the challenges that threaten their reputation and bottom line. We have successfully guided organizations through crisis preparedness activities, high-profile court-supervised restructurings, legal settlements, mergers and acquisitions, hostile takeover attempts and regulatory actions.



TOYOTA



CEDARS-SINAI



Strategic Corporate Communications

Guided by the “political campaign model,” our approach delivers strategy-driven, research-based and fully-integrated campaigns to ensure the right messages make the right impact — with the right audiences at the right time. We manage the resources required to run an effective “campaign” tailored to meet our clients’ objectives.

CEO Transitions & Leadership Positioning

We appreciate that a CEO’s reputation impacts a company’s brand. It’s an asset to be deliberately managed. We develop and execute compelling thought-leadership plans that manage reputations, support executive transitions and raise profiles, plus manage executive compensation and other corporate governance issues.

Organizational Change, D&I, Culture & Employee Engagement

As the digital age accelerates, organizations are rapidly transforming to stay competitive, requiring enormous amounts of change from employees. From talent acquisition to onboarding — working differently to advanced social innovation — our experienced team provides integrated, leader-led change communication strategies that drive engagement and deliver effective results for any transformation, including corporate relocations, reorganizations and downsizing.

Labor & Workforce Communications

We work closely with our clients, striving to ensure labor and workforce communications strengthen and unify teams when possible, leading to positive impacts and assets that strengthen organizations. We support every aspect of labor communications, including preparing for and inoculating against contentious negotiations, corporate campaigns and anticipated organizing drives, elections, strikes and work stoppages.

HudsonLake & Best-In-Class Partner Services

