

“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
Toyota Motor North America*

“

“We partnered with HudsonLake to build a strategy for developing a people-first culture at GameStop that would drive increased employee engagement and improve communications across our organization. The team took the time to truly understand our business and laid out some great initiatives for engaging our associates and improving our culture. We were extremely impressed with the quality and timeliness of their work — and would recommend them to other organizations that are transforming in this digital age.”

Lisa Keglovitz

*Senior Vice President and Chief Human Resources Officer
GameStop*

”

“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 — HudsonLake was my quarterback on all things communications. I fought hard to get them. 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*

LEARN MORE ABOUT HOW WE CAN HELP.

hudsonlake.com | info@hudsonlake.com

[!\[\]\(b4eeff342f60cc7bcd67d869b4fedca2_img.jpg\) @HudsonLakeComms](#) [!\[\]\(7cbfaf281ed50ce10ba1259f16ecca5e_img.jpg\) @HudsonLake](#)

EXPERIENCED COUNSELORS. TRUSTED COMMUNICATION CAMPAIGN MANAGERS

Organizational Change, D&I, Culture & Employee Engagement
Strategic Corporate Communications
Reputation Management & Crisis Communications
CEO Transitions & Leadership Positioning
Labor & Workforce 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” and team who remain fully engaged, often working onsite to coordinate the initiative and vendor partners
- Access to a network of best-in-class services that provide state-of-the-art communication tools to seamlessly meet your comprehensive communication needs



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



Or give us a call at **703.837.0392**

Best-In-Class
Partner Services



GRAPHIC DESIGN &
PRODUCTION



REACH &
ACTIVATION



DIGITAL CONTENT &
PRESENCE



E-LEARNING &
GAMIFICATION



RESEARCH

Organizational Change, D&I, Culture & Employee Engagement

TOYOTA

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

GameStop

SAIC

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 and compelling “campaign” tailored to meet our clients’ objectives.

TOYOTA
FINANCIAL SERVICES

PeaceHealth

Reputation Management, Crisis & Transactional Communications

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

DELTA

Disney

CEO Transitions & Leadership Positioning

Because a CEO’s reputation impacts a company’s brand and drives engagement, it’s an asset to be deliberately managed. HudsonLake develops and executes compelling thought-leadership plans that enhance reputations, support executive transitions and mitigate corporate governance issues.

American Airlines

COS
CEDARS-SINAL

Labor & Workforce Communications

HudsonLake works closely with our clients, striving to ensure labor and workforce communications strengthen and unify teams when possible, leading to positive impacts and stronger 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.

United Technologies