

## Cynthia S. Hudson

Cynthia Hudson has served for more than 30 years in the communications and issues management arenas, during which time she has had the privilege of partnering with some of the world's most recognized brands and industry leaders, including American Airlines, Cedars-Sinai Medical Center, Delta Airlines, DePaul University, Stanford Health Care and Lucille Packard Children's, Toyota Financial Services, Toyota Motor North America, United Technologies Corporation, Verizon and The Walt Disney Companies.

Prior to establishing her consultancy in 2000, Cynthia served as the chair of Burson-Marsteller's Global Public Affairs Practice, the then largest public affairs practice in the industry. There, she managed an approximately \$100 million-plus enterprise with more than 250 employees in twenty offices worldwide and served as a senior counselor to Fortune 100 companies and foreign governments. Cynthia also managed the agency's Washington, D.C., office, with oversight of its lobbying, research, grassroots and advocacy advertising businesses.

While at the agency, Cynthia established its labor relations practice. Today she is a recognized expert in managing corporate campaigns and developing effective labor relations communications strategies.

Cynthia's communications experience includes multiple high-profile corporate crisis, restructuring and reputation management campaigns encompassing critical domestic and international legislative, financial and regulatory issues, and internal change/culture/employee engagement initiatives. She has been recognized for her leadership in designing the global communications strategy related to one of the world's largest financial scandals (Bank of Credit and Commerce International), and has worked in many of the world's major capitals.

Cynthia's political experience includes serving as a communications advisor in two presidential campaigns and as communications director to a Member of Congress.

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