



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Will Ludlam</i>		
<b>Board/Commission Name:</b> <i>Seattle Center Advisory Commission</i>		<b>Position Title:</b> <i>Member</i>
<input type="checkbox"/> Appointment <i>OR</i> <input checked="" type="checkbox"/> Reappointment		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other:		<b>Term of Position: *</b> 9/29/2024 <b>to</b> 9/28/2027  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> <i>Kirkland</i>	<b>Zip Code:</b> <i>98033</i>	<b>Contact Phone No.:</b> 
<b>Background:</b> Mr. Ludlam is experienced in building and leading top-performing communications teams for some of the largest PR firms in the world and is frequently tapped to provide c-suite counseling and coaching around corporate narrative, executive positioning, crisis preparedness and response. He currently runs his own consulting firm. Previous roles have included: West coast president for Weber Shandwick; Seattle general manager for Edelman; and Seattle general manager for Rockey Hill & Knowlton. Over the course of his 30+ year career, he has counseled numerous Puget Sound headquartered companies. In 2020, he served as the Public Information Officer for the UW Medicine COVID-19 Unified Command, guiding executives through unprecedented communications to employees, patients, and the broader community. Mr. Ludlam holds a Bachelor of Arts degree from Washington State University (WSU). Current and past board positions include, the Seattle Metropolitan Chamber of Commerce, the Community Development Roundtable, the Seattle Center Advisory Commission, the advisory board for WSU’s Edward R Murrow College of Communications, Intiman Theatre, City Club, and Big Brothers Big Sisters of Puget Sound. Outside of work, Mr. Ludlam enjoys spending time on or near the water with his spouse and three adult children. As a long-standing Seattle business leader, Mr. Ludlam is extremely interested in the long-term strategy of Seattle Center as a valuable asset to our local community. He believes that Seattle Center plays a vital role as the “kitchen table” for community expression – a place where people come together to celebrate and share all that is good about our city. Having served on multiple local theater boards, he’s especially committed to the health and well-being of the Center’s resident art organizations. There is tremendous change taking place. With all this change, Mr. Ludlam thinks it’s important that Seattle Center takes a leadership role in assuring that this valuable community asset continues to be both relevant and accessible.		
<b>Authorizing Signature (original signature):</b>  <b>Date Signed (appointed):</b> July 19 <sup>th</sup> , 2024		<b>Appointing Signatory:</b> <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>

# Will Ludlam

## Communications Executive

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Will Ludlam



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### Skills

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30+ years building and leading top-performing communications teams; providing c-suite counseling and coaching around corporate narrative, executive positioning, crisis preparedness and response, employee communication/engagement, etc; unified-command crisis management; media training; a proven track-record running multiple P&Ls in the West US and Asia Pacific

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### Experience

#### **First Person Public Relations / Founding Partner**

JANUARY 2024 - PRESENT, SEATTLE

Formed a consultancy to help communications leaders transform their teams and business. Working with a number of clients (e.g. University of Washington, Azira, Outcast, etc.) as they work to transform their organizations.

#### **Weber Shandwick / President, West Region**

MAY 2019 - OCTOBER 2023, LOS ANGELES/SAN FRANCISCO/SEATTLE

Hired to lead reputational and financial turnaround; restructuring teams and leadership; implementing programs to improve work quality and increase market visibility; transforming client portfolio with kinetic brands (e.g. LinkedIn, Robinhood, NerdWallet, Sony Electronics, Columbia Sportswear, UW Medicine, Amazon, etc.); improving financials and overall performance – doubling profit margin and staff utilization within the first two years and dropping turnover from 38% to 11%.

#### **Edelman / General Manager, Northwest**

FEBRUARY 2013 - APRIL 2019, SEATTLE/PORTLAND

Hired to grow top-line revenue. In that role consistently achieved double-digit revenue growth; conceived, co-developed a program with a Tony Award winning theatre company to humanize corporate storytelling (clients included: Microsoft, Starbucks & REI); conceived and developed an internship program to increase opportunities for diverse students; facilitated seminars throughout Europe and North America as part of a global internal change management campaign. In 2013 the role expanded to include the Portland office – growing combined revenue to \$47 million and more than 250 employees.

## **Hill & Knowlton / General Manager, Northwest**

FEBRUARY 2008 - AUGUST 2011, SEATTLE

Hired to lead the reputational and financial turnaround of the legendary Northwest firm, The Rockey Company (which had recently been acquired by H&K). In that role, managed offices in Seattle, Portland and Spokane; developed and implemented a major operational and leadership restructure; turned the operation, which had been operating at a loss, profitable within 18 months; restored the local reputation through the growth of new clients (including: TreeTop, Seattle Children's Hospital, SeaRiver/Exxon Mobile, etc.)

## **Porter Novelli / Multiple Leadership Roles**

JUNE 1997- JANUARY 2008

### **Managing Director / Asia Pacific**

In January of 2005, appointed Managing Director of Asia Pacific – managing the firm's owned and brand-partner offices in the region (including identifying and negotiating the first branded partnership in China); responsible for all brand-partners throughout the region and worked to bring global clients into China (as part of the runup to the first Olympic Games in Beijing).

### **Partner/ Global Account Leader**

In July of 2003, appointed partner and global account leader for the agency's largest account, Hewlett-Packard – overseeing teams and offices around the globe for this multi-billion-dollar technology leader (including: New York, London, Singapore, Mexico and India).

### **General Manager / Seattle**

Hired by Copithorne & Bellows (a technology boutique agency) to open a Seattle office and establish a new P&L in the summer of 1997. In that role, grew the office from one employee to more than 50 over the course of five years. When the firm merged with Porter Novelli, assumed leadership over offices in Seattle, Portland, San Francisco and Austin.

## **KVO (A Fleishman Hillard acquisition) / Account Supervisor**

1996-1997, PORTLAND, OR

## **WE Communications / Account Executive**

1994-1995, PORTLAND, OR

## **The Rockey Company / Account Executive**

1990-1991, PORTLAND, OR

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## **Education/Training**

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### **Washington State University / Bachelor of Arts**

MAY 1989, PULLMAN, WA

### **WPP Maestro Executive Training Program**

2009, NEW YORK, NY

### **OmnicomU Executive Management Training Program**

2006, 2007, 2008, BABSON COLLEGE, MA

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## **Boards/Appointments**

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Seattle Center Advisory Commission; Greater Seattle Chamber of Commerce; Community Development Round Table; Washington State University Edward R Murrow College Advisory Board

# Seattle Center Advisory Commission

15 Members: Pursuant to Ordinances 91885 and 108936, 3-year terms; 1 Member pursuant to Ordinance 121568, 1-year term; all members subject to City Council confirmation:

- 16 Mayor- appointed

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
1	M	7	1.	Member	Koichi Kobayashi	9/29/22	9/28/25	2	Mayor
1	F	2	2.	Member	Joy R. Shigaki	9/29/22	9/28/25	1	Mayor
6	M	7	3.	Member	Michael George	9/29/22	9/28/25	2	Mayor
6	M	7	4.	Chair	Mark F. Dederer	9/29/22	9/28/25	5	Mayor
6	F	7	5.	Member	Sally Bagshaw	9/29/22	9/28/25	1	Mayor
6	M	7	6.	Member	John Olensky	9/29/23	9/28/26	2	Mayor
6	F	6	7.	Member	Sarah C. Rich	9/29/23	9/28/26	5	Mayor
6	F	1	8.	Member	Stacey E. Hutchison	9/29/23	9/28/26	2	Mayor
6	M	4	9.	Member	Eric Berlinberg	9/29/23	9/28/26	2	Mayor
6	F	7	10.	Vice Chair	Holly Golden	9/29/23	9/28/26	5	Mayor
2	M	4	11.	Member	Matt Mead	9/29/24	9/28/27	1	Mayor
-	F	2	12.	Member	Kamala Saxton	9/29/24	9/28/27	1	Mayor
7	F	2	13.	Member	Lara Mae D. Chollette	9/29/24	9/28/27	1	Mayor
6	M	N/A	14.	Member	Will Ludlam	9/29/24	9/28/27	4	Mayor
3	F	2	15.	Member	Gloria Alvarez Connors	9/29/24	9/28/27	4	Mayor
8	F	N/A	16.	Get Engaged Member	Meral Kandymova	9/1/23	8/31/24	1	Mayor

## SELF-IDENTIFIED DIVERSITY CHART

			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)		
	Male	Female	Transgender	NB/O/U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	7	9			2	1	1			9	1	1	
Council													
Other													
<b>Total</b>	<b>7</b>	<b>8</b>			<b>2</b>	<b>1</b>	<b>1</b>			<b>8</b>	<b>1</b>	<b>1</b>	

### Key:

\*D List the corresponding *Diversity Chart* number (1 through 9)

\*\*G List *gender*, M= Male, F= Female, T= Transgender, NB= Non-Binary, O= Other, U= Unknown

RD Residential Council District number 1 through 7 or N/A

*Diversity information is self-identified and is voluntary.*