


**City of Seattle  
Notice of Appointment**

<b>Name:</b> <i>Will Ludlam</i>		<input checked="" type="checkbox"/> Executive <input checked="" type="checkbox"/> Appointment <input type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency	
<b>Residential Neighborhood:</b> <i>Kirkland</i>	<b>Zip Code:</b> <i>98033</i>	<b>Contact Phone No.:</b> <i>206-467-7678 (work)</i>	FILED CITY OF SEATTLE 2013 FEB - 6 PM 3:42 CITY CLERK
<b>Appointed to:</b> <i>Commissioner, Seattle Center Advisory Commission</i>		<b>Date of Appointment:</b> <i>February 4, 2013</i>	
<b>Authority (Ord., Res.):</b> <i>Ordinances 91885 and 108936</i>		<b>Term of Office:</b> <b>From:</b> <i>Confirmation</i> <b>To:</b> <i>September 28, 2015</i>	
<p><b>Background:</b></p> <p><i>As the leader of Edelman Seattle, Mr. Ludlam works closely with clients to identify innovative and strategic ways to break through communication challenges. From brand differentiation for industry titans to public health activation programs. Mr. Ludlam has worked with countless local, regional and global clients over the past 20 years. He's a firm believer in senior people doing hands-on work and is actively engaged in client work.</i></p> <p><i>Prior to Edelman, Ludlam managed the Northwest offices for Hill &amp; Knowlton. He also spent more than 10 years opening offices and building the global network for Porter Novelli. He began that job in Seattle, starting an operation from scratch and building it to 50 consultants. Ludlam was tapped to lead the agency's largest global account, the consumer division of Hewlett Packard. During this same time, teams under his leadership earned three PRSA Silver Anvil Awards.</i></p> <p><i>In 2005, Mr. Ludlam took on the additional responsibility of the firm's Asia Pacific region where he worked to add offerings and agency resources to help clients successfully understand and influence key markets like China and India.</i></p> <p><i>Mr. Ludlam's background includes a strong foundation in general practice public relations – providing strategic counsel and crisis communications support to blue chip companies like HP, Microsoft, Safeco, Puget Sound Energy, CDC, Seattle Children's Hospital, Frontier Communications, etc. Earlier in his career he worked with The Rockey Company and the well known tech firms KVO (Fleishman-Hillard) and Waggener Edstrom.</i></p> <p><i>Ludlam holds a BA degree from Washington State University and is active in the Seattle community. He is a member of the Seattle Chamber's Community Development Round Table, the advisory board for the Edward R. Murrow College of Communications and is a Trustee for Intiman Theatre. Past board involvement includes the Washington China Trade Alliance, Big Brothers Big Sisters of King and Pierce County and EmptySpace Theatre.</i></p> <p><i>Today, as a local business leader in the Belltown neighborhood around the Seattle Center, Mr. Ludlam is extremely interested in the long-term strategy of the Seattle Center as a valuable asset to our local community. He believes that the 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. From the foot of Queen Anne to the edge of the Denny Triangle, there is tremendous change taking place. With all this change, Mr. Ludlam thinks it's important that the Seattle Center take a leadership role in assuring that this valuable community asset continues to be both relevant and accessible.</i></p>			
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointment:</b> <i>Mayor Mike McGinn</i>	

# Will Ludlam

Public Relations Consultant

[will.ludlam@edelman.com](mailto:will.ludlam@edelman.com)

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## Summary

As the leader of Edelman Seattle, Will works closely with clients to identify innovative and strategic ways to break through tough communications challenges. From brand differentiation for industry titans to public health activation programs, Will has worked with countless local, regional and global clients over the past 20 years. He's a firm believer in senior people doing hands-on work and is actively engaged in client work.

Prior to Edelman Will managed the Northwest offices for Hill & Knowlton. He also spent more than 10 years opening offices and building the global network for Porter Novelli. He began that job in Seattle, starting an operation from scratch and building it to 50 consultants. Will was tapped to lead the agency's largest global account, the consumer division of Hewlett Packard. During this same time, teams under his leadership earned three PRSA Silver Anvil Awards.

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Earlier in his career he worked with The Rockey Company and the well known tech firms KVO (Fleishman-Hillard) and Waggener Edstrom.

Will holds a BA degree from Washington State University and is active in the Seattle community. He is a member of the Seattle Chamber's Community Development Round Table, the advisory board for the Edward R. Murrow College of Communications and is a Trustee for Intiman Theatre. Past board involvement includes the Washington China Trade Alliance, Big Brothers Big Sisters of King and Pierce County and EmptySpace Theatre.

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## Experience

### **General Manager, Executive Vice President at Edelman**

August 2011 - Present (1 year 2 months)

### **Executive Vice President, General Manager at Hill & Knowlton**

February 2008 - August 2011 (3 years 7 months)

I'm leading the Northwest operations for H&K, which started as The Rockey Company, a local agency

founded by legend Jay Rockey back in the 1960s.

**Partner, Managing Director at Porter Novelli**

June 1997 - January 2008 (10 years 8 months)

**Account Supervisor at KVO Public Relations-A Fleishman-Hillard Company**

September 1996 - June 1997 (10 months)

**Account Executive at Waggener Edstrom**

February 1995 - September 1996 (1 year 8 months)

**Account Executive at The Rockey Company -- A Hill & Knowlton Company**

June 1990 - February 1995 (4 years 9 months)

**Project Coordinator, University Relations at Washington State University**

May 1989 - June 1990 (1 year 2 months)

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Skills & Expertise

**Crisis Communications**

**Media Relations**

**Strategic Communications**

**Message Development**

**Public Relations**

**Corporate Communications**

**Reputation Management**

**Crisis Management**

**Internal Communications**

**Analyst Relations**

**Strategic Counsel**

**Public Affairs**

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Education

**Washington State University**

Arts, Political Science, 1985 - 1989

Activities and Societies: Delta Upsilon Fraternity, Student Senate

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Contact Will on LinkedIn

## Seattle Center Advisory Commission

15 members: Per Ordinance 91885 and 108936, appointed by Mayor, all subject to City Council confirmation, 3-year terms

1 member: *Get Engaged: City Boards and Commissions program*, appointed by Mayor, Confirmed by City Council; 1-year term

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	M	1	Bill Block		9-28-13	4	Chair	Mayor
2	F	2	Donna Moodie		9-28-13	2	Member	Mayor
6	M	3	Jim Tune		9-28-13	2	Member	Mayor
6	M	4	Mark Dederer		9-28-13	1	Member	Mayor
6	F	5	Regina Hall		9-28-13	3	Member	Mayor
2	M	6	Andrew Lofton		9-28-14	3	Member	Mayor
6	M	7	Bob Kaplan		9-28-14	2	Member	Mayor
1	F	8	Hollis Wong-Wear		9-28-14	1	Member	Mayor
6	F	9	Jan Levy		9-28-14	3	Vice Chair	Mayor
6	F	10	Shannon Roach		9-28-14	3	Member	Mayor
6	F	11	Kathleen Joncas		9-28-15	3	Member	Mayor
6	M	12	Todd Leber		9-28-15	1	Member	Mayor
4	M	13	Erik Van Rossum		9-28-15	1	Member	Mayor
<b>6</b>	<b>M</b>	<b>14</b>	<b>Will Ludlam</b>		<b>9-28-15</b>	<b>1</b>	<b>Member</b>	<b>Mayor</b>
3	F	15	Gloria Connors		9-28-15	1	Member	Mayor
0	F	GE	Sarah Johnson-Rich		9-30-13	GE	Member	Mayor

### \*Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
<b>Mayor</b>	8	8	0	5	1	2	1	1	0	11
<b>Council</b>										
<b>Other Bodies</b>										
<b>Total</b>										

\*\*Other includes diversity in any of the following: race, gender and/or ability