



TRUSTED SENIOR ADVISOR | STRATEGIC CONSULTANT



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# JUDY LANE

My professional career has spanned business strategy, marketing communications, public/corporate relations, advertising, and advocacy. I have built businesses, orchestrated regional, national, and global campaigns for social transformation, created brands, developed market share, and established valuable relationships and profitable partnerships.

My unique background comes from a multitude of different operating experiences that enables me to see the proverbial forest from the trees. As such, I serve as a client resource partner, creative thinker, and an influential collaborator.

Client Partners rely on me as an integral part of their ongoing strategic business decision-making process. I bring clarity to their mission as they explore new options, cultivate new thinking, and create new approaches to complex business and professional challenges.

My client portfolio includes Fortune 500 companies, government agencies, not-for-profit associations and privately held businesses. I have been recognized by the White House, Congress, federal and state agencies, and executives for the transformative leadership programs I have orchestrated on behalf of professional, business, and entrepreneurial achievement.

***Only a Trusted Senior Advisor with decades of regional, national, and global leadership wisdom can walk a mile in your shoes, help you see the forest for the trees, and facilitate your own journey of success.***

## I WORK WITH CLIENTS WHOSE MISSION, VISION, CORE VALUES AND PRODUCTS/SERVICES MAKE A DIFFERENCE FOR HUMANITY.

While my initiatives and endeavors have been recognized by many, the measure of my greatness can only be measured by my passionate love for humanity that has impacted the lives of many.

Who I am is a humanitarian, a champion of the human spirit. As my leadership matured and my successes gained significance, I became an avid student of human motivation, performance, and achievement. I took a deep dive into what makes people “tick” and what makes teams work.

It all made perfect sense to me. To orchestrate national and global campaigns for corporate responsibility initiatives, I needed to look beyond just the strategy or methodology of integrated communications. I needed to look beyond market share development, customer loyalty campaigns and how to measure interactive clicks.

I was called to learn also about humanity. About how to support great leaders as they, themselves, navigated their own visionary future. And how to help them expand from strategic and tactical wizards into being leaders of core values that pull disparate groups of skill sets into passionate teams that lead through the power of “WE.”



# PORTFOLIO OF SUCCESS

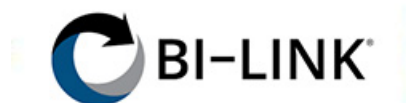
I was honored to launch Dun & Bradstreet's MWBE (minority and women-owned business enterprise) division into the U.S. Hispanic market. To accomplish the strategic objectives, I cultivated affinity marketing relationships and member campaign strategies, negotiated and structured corporate co-marketing promotional partnerships with such companies as IBM, Microsoft, NationsBank, Mastercard, American Airlines, Pitney Bowes, and Avis. I also created alliances with national business and professional organizations to provide resources on a grassroots level for the emerging small and home-based business market. I also maintained key Congressional and White House relationships while serving as liaison on industry-specific committees by appointment of Congress.

Another chapter of my leadership focused on highly sensitive areas of public outreach and corporate citizenship. I crafted corporate outreach and public education campaigns for Fortune 500 companies that wanted their brand to be alive, palpable and in a contribution to the communities they served.

As Executive Director of the Public Affairs Group, a Washington, D.C. public affairs firm, I represented a coalition of 700 women's business and professional organizations serving more than eight million women in America.

My lifelong passion for my multi-cultural heritage fueled a personal vision to empower women's business and entrepreneurial achievement by founding the Businesswomen Leadership Foundation. a not-for-profit organization championed by IBM, Bank of America, American Airlines, Univision, Dun & Bradstreet and was partnered by the Census Bureau, the Departments of Education and Labor, and endorsed by members of Congress and the White House.

The major outcome was a landmark study on the educational, professional and entrepreneurial accomplishments of Hispanic women in Business in America. A national summit was convened in Washington, D.C. and attended by more than 300 delegates from across the country representing chambers of commerce, professional associations, higher education and business incubators.





# ENDORSEMENTS

"Judy Lane has been a strong positive force for me as a Trusted Advisor for the past three years. She has that exceptional ability that few have: to listen and understand. Her professional insight, experience and objective vision create a relationship that executives don't have within their own organizations. Judy is a sounding board, empathetic, objective and, when needed, a wake-up call. It has been a distinct pleasure to work with Judy and I cannot express enough the positive contributions and guidance she has provided me in my professional life as well as in difficult times in my personal life. She is a special person with a special gift and provides that required insight and direction that is difficult for you to see within yourself. Judy is an extraordinary Advisor, a confidant, and an great person."

*UnitedHealthcare, Military & Veterans*

"As a partner, helping to lead the world's largest healthcare advisory practice, I experience daily the dynamics and pressures of being a high performing global business executive. Performance at this level requires a careful balance of focus on work, one's family, and thoughtful reflection and introspection.

I have worked with some great consultants, but believe that Judy is the best. She has a solid background in business and corporate development which allows her to relate to my professional endeavors. She is also a highly trained Executive Advisor, and brings a love of humanity to our conversations. She has a heart as big as the sky and her listening skills pick up on nuances in my speaking that I didn't realize I had even expressed, but, once examined, are the keys to the kingdom for me.

I would not say that Judy coaches me, nor does she give me advice. As I strive in my own leadership, she listens for my core values and then asks questions that have me look newly at issues with which I am dealing. Her questions broaden my vision and I am able to consider new solutions and/or approaches that I had previously not seen.

Judy can be both very direct, and compellingly eloquent in helping a person discover lasting insights and to universalize one's situation within the broader context of our common struggles. She is a coach, colleague and friend.

Mostly she has an extraordinary gift of putting her finger on the essence of a disturbance, and smudging its ink to reveal it was along written in invisible pen."

*Pricewater House Coopers, Healthcare*



You are not a drop in the ocean.  
You are the entire ocean, in a drop.

*Rumi*

JUDY  LANE



FROM RESEARCH TO REALITY,  
LET ME ORCHESTRATE THE  
FUTURE YOU ENVISION.

*Judy Lane*