



ABOUT JUDITH CUSHMAN

Judith Cushman has been President of Seattle-based Judith Cushman & Associates since 1996. Prior to that, she was President of Marshall Consultants/West. JC&A provides added value Retained Search and Consulting Solutions for the communications (Public Relations, Marketing Communications and Investor Relations) field. The consulting services relate to organizational and staffing questions that build on her 25+ years in the field.

Ms. Cushman was with Marshall Consultants in New York City, the first search firm to specialize in Public Relations. (Mr. Larry Marshall, the founder, is now retired.) In 1981 she was named Executive Vice President concurrent with the opening of the office in Seattle. In August 1985, she was elevated to President of Marshall Consultants/West.

Ms. Cushman leads national search efforts ranging from Fortune 500 corporations to agencies and smaller companies. She approaches a search strategically with up-front, in-depth analysis of the company, the position and the candidate profile. She partners with her clients to bring a value-added perspective to the process. The firm focuses on the long term and expects to maintain ongoing relationships with both candidates and clients.

Ms. Cushman is a frequent workshop leader and speaker to communications groups throughout the country about trends affecting the profession, and is often quoted by the media. She pens an occasional e-mail newsletter called The Cushman Report. Ms. Cushman recently launched the first blog by a search professional in the PR field focused on issues impacting senior level professionals. Subjects include age discrimination, gender related discussions about why only one-third of top positions are held by women and ethics. The blog can be found at www.jc-a.com/blog/jcablog.htm

Prior to Marshall Consultants, Ms. Cushman held posts with the Public Relations Board, Lufthansa German Airlines (in Public Relations) and Mobil Oil Corporation (in Employee Relations). She is a member of: the National Investor Relations Institute ((NIRI), the Public Relations Society of America (PRSA), the WSA (formerly Washington Software Alliance) and the Washington Biotech & Biomedical Association (WBBA).

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She completed course work for an MS in Public Relations at the School of Public Communications, Boston University, and received a BA in European History from Barnard College in New York City. Her hobbies include wine touring, ballet, Tai Chi, boating, flower arranging, glass art and gourmet cuisine. She is married, the mother of a son and daughter and resides in the Seattle area.

Volunteer Activities

Currently, Ms. Cushman is active in the NIRI Seattle Chapter. She is implementing a Volunteer Recognition Awards program which is being submitted for a national award. The program is in its second year. In addition she continues, as she has, for the past 5 years to support the Sponsorship Program where she has served first to create the program and now as a member of the team raising funds for the chapter. The sponsorship program won the Chairman's Award at the NIRI National Convention in June, 2005. Since this initiative began, the Sponsorship Chair in Seattle has been raised to a Board level position.

She is also working as a volunteer for the Pacific Northwest Ballet developing a fund raising program appealing to small to mid-sized businesses and their employees. Ms. Cushman completed a pro bono assignment with the Pacific Northwest Ballet in the Fall of 2004 as a "search coach" helping the Board in the selection of its new artistic director, Peter Boal. Ms. Cushman supports the ballet as a "Member of the Barre."

Ms. Cushman has taken an active role in PRSA (Public Relations Society of America) and has been a member for over 25 years. She organized special events for a regional conference and was in charge of a national Tech Conference in Seattle, raising \$60,000 for the event. In 2002 she organized the first series of PR seminars to focus on the Life Sciences and Technology. She received a newly instituted (at the time) President's award for outstanding service. The fund raising program became a model for all future conferences.

Ms. Cushman was a Class Reunion Vice President for Barnard College, NYC in 2004. It was the largest turnout for a class and raised more money than the class ever had contributed.

JC&A was retained by the Washington Wine Commission to the current and prior Executive Director. As a result of learning about Washington wines, Ms. Cushman has led annual 3-day wine tours to various wine regions in the state of WA.

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