

Biographical Notes

David Lough
Principal
Ascend Consulting
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With more than two decades of experience as a consultant for management in the field of compensation, David Lough returned to Seattle in 1999 to form Ascend Consulting, an independent practice. Ascend is dedicated to providing unmatched full-scope compensation consulting expertise to the Northwest business community.

Prior to forming Ascend, Mr. Lough spent 23 years as a compensation consultant with world-renowned consulting companies. For ten years, he was Principal (partner) with Towers Perrin, the world's largest human resources consulting firm, in the Seattle, San Francisco and Calgary, Canada, offices. During his tenure at Towers, his practice spanned all specialties in compensation as well as rewards-based organization development work. Earlier in his career, his experiences included five years with The Hay Group, the world's largest compensation consulting firm. Based in Philadelphia's worldwide headquarters, he consulted nationwide with Hay's core clients on matters of executive, director and performance-based compensation. Mr. Lough also spent five years with Donworth, Taylor & Co. of Seattle practicing throughout the Northwest in executive compensation, sales compensation, and salary management. Later, he was president for three years of a successful boutique consulting firm focused on driving company turnarounds and performance transformations using rewards-based methods. As a highlight, Mr. Lough designed and directed the development of computer simulation games to teach business strategy and finance from rank-and-file to executives for Amoco, Digital Equipment, and R.R. Donnelley & Sons. These created the business savvy needed for incentives based on financial statement performance.

Mr. Lough has assisted companies throughout the United States and Canada assess, design and implement plans for executive compensation, sales compensation, employee pay, open-book management, and business literacy. In addition to in-depth technical expertise, he is highly skilled in facilitation and employee involvement methods. He provides the change management know-how needed for adoption, sustainability and maximum positive impact. His clients have spanned from Fortune 500 to start-ups. He has assisted companies in most industries and sectors, including manufacturing, high technology, telecommunications, oil and gas, mining, construction, banking, insurance, utilities, distribution, health care, local government, forest products, technical services, not-for-profit and e-commerce. He has worked successfully in union environments to use compensation and rewards as a centerpiece of building positive labor relations. He has published and been quoted in numerous articles on the subjects of team incentives, performance-based incentives, open-book management and creating business literacy.

Mr. Lough provides his expertise to nonprofits at substantially reduced rates as a way of contributing to social betterment. His experiences span all types of tax-exempt organizations, including arts, human services, public media, culture & entertainment, private foundations, professional services, conservation, and social enterprises. He is particularly interested in assisting nonprofits compete successfully for talent using market-based salaries as well as variable pay, deferred compensation and other mechanisms. Boards benefit from his analysis, insights, teaching and guidance on CEO/ED compensation.

Mr. Lough holds an M.B.A. from The Wharton School at the University of Pennsylvania and a B.A. in Social Psychology from Cornell University.