

WENDY LANE STEVENS

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CORPORATE CAREER

LANE, A FINN PARTNERS COMPANY, Global 1990–Present
Integrated marketing communications firm. LANE handles regionally, nationally and internationally recognized clients in the business-to-business, financial services, consumer-lifestyle and technology sectors.

President/Founder, LANE and Managing Partner, Finn Partners

More than 30 years of experience in strategic communications, media relations, crisis communications, reputation management, investor relations, experiential marketing, digital marketing, social media, branding, and product/service launches.

Founded LANE in 1990 as a professional services firm focused on driving business and sales success for clients through strategic public relations and marketing counsel. The firm was selected by PR Week as the “National Boutique PR Agency of the Year” in 2001.

In 2016, LANE joined Finn Partners, a global communications firm. Headquartered in New York City, the firm has 550 employees, 16 offices worldwide and a cutting edge digital and creative team. Wendy continues to oversee the day-to-day operations at LANE, now part of Finn Partners West with offices in Los Angeles, San Francisco, Seattle and Portland.

WHITMAN ADVERTISING & PUBLIC RELATIONS, Portland, OR 1980–1990
Midsized Portland advertising and public relations firm handling business-to-business and consumer clients.

Senior Vice President and Account Supervisor

Developed and managed business accounts for full-service advertising agency.

MEIER AND FRANK (MACY’S), Portland, OR 1975–1978
Regional department store chain founded in Portland, Oregon, in 1857. Acquired in 1966 by May Department Stores.

Buyer of Women’s Better & Designer Sportswear. Corporate International Buying Team

Responsible for buying and profitability for six departments in six stores. Included promotional activities, advertising, frequent travel, supervising salespeople and accounting procedures. Member of corporate international buying team.

PENDLETON WOOLEN MILLS, Portland, OR 1972–1974
150-year-old apparel and home décor brand recognized worldwide as a symbol of authenticity and craftsmanship.

Assistant to Womenswear Advertising Manager

Responsible for advertisements, public relations, promotions and material for the sales staff.

CORPORATE BOARD MEMBERSHIPS

C. Mondavi & Family – Independent Director	2015-2017
Umpqua Bank Metro Division Board	2008–2012
Portland Aerial Tram, Executive Management Board	2007–2011

EDUCATION

Tobe-Coburn, New York City – Marketing, Advertising, PR and Promotion 1972
Associate Degree in Occupational Studies with Honors; Senior Class President

University of Oregon – B.S. Business Administration 1971
Sophomore and Junior Women Honorary, Mortar Board; Phi Chi Theta (Business Women Honorary)

NONPROFIT BOARD MEMBERSHIPS

James Beard Public Market Board of Directors - Vice President	2004–Present
Portland State University, School of Business Advisory Council	2008–2011
World Affairs Council Board of Directors	2006–2009
Loaves & Fishes Board of Directors	2001–2004
James Beard Foundation Dinner of the Decade - Co-Chair	2002
Catholic Charities Board of Directors - Chair, Marketing Communications Committee	1993–1994
Oregon Film and Video Foundation Board of Directors, Executive Committee	1992–1994
Portland State University Foundation Board of Directors, Executive Committee	1988–1993
Washington County Historical Society Board of Directors, Marketing Committee	1988–1989

ORGANIZATIONS

Portland BizWomen Coalition	2017-Present
Arlington Club, Portland, Oregon	2004–Present
Portland Business Alliance, Portland, Oregon	2003–Present
Portland Oregon Visitors Association, Portland, Oregon	1998–Present
International Foodservice Editorial Council, Hyde Park, New York	1997–Present
International Association of Culinary Professionals, Kentucky	1996–Present
Public Relations Society of America, Portland, Oregon	1994–Present
Women for WineSense, Portland, Oregon	1993–Present
Multnomah Athletic Club, Portland, Oregon	1982–Present
City Club of Portland, Portland, Oregon	1982–2012
Legatus, Portland, Oregon	2002–2007
City of Portland Small Business Advisory Council, Portland, Oregon	2002

SELECT AWARDS

Portland Business Alliance – A Place With No Ceiling Award	2013
Global Business Awards (Oregon) – Honoree, Outstanding Individuals in International Business	2013
PRWeek – Public Affairs Campaign of the Year	2013
International M&A Advisor Awards – Finalist, Firm of the Year	2012
Bulldog Stars of PR Awards – Small Agency of the Year	2011
Bulldog Awards – Bronze, Best Product Launch	2010
Portland Business Journal – Finalist, Woman Entrepreneur of the Year	2004
PRWeek Awards – Finalist, Mid-size PR Agency of the Year	2003
PRWeek Awards – Boutique Agency of the Year	2001

SELECT SPEAKING ENGAGEMENTS

American Bankers Association – Public Relations in a Crisis Environment
Association of Defense Trial Attorneys in Chicago, Illinois – Winning Cases in the Court of Public Opinion
California Bankers Association - Public Relations in a Crisis Environment
CHO Group – Branding Your Organization to Attract and Retain Top Talent
Davis Wright Tremaine Women’s Networking Keynote – Handling a Personal or Business Crisis in Today’s 24/7 News Environment
Dentsu in Tokyo, Japan – Cause Related Marketing