

David Lough

Principal

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David Lough provides executive and board compensation consulting services for small and medium-sized companies throughout the Pacific Northwest. After more than two decades with nationwide accountabilities at Towers Perrin and The Hay Group, he returned to Seattle in 1999 to found Ascend Consulting. His practice spans cash and stock-based awards, short-term and long-term incentives, private and publicly-held companies, most business sectors, and all stages of corporate growth. For board compensation, he assists in setting fees, retainers and equity participation for directors. Beyond executive and board compensation, Mr. Lough has a wealth of experience helping develop salary and incentive programs for staff in sales, marketing, management, R&D, production and at-large.

Mr. Lough also 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 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.