



Simone Wu

Accomplished C-Suite executive and board member with unique and proven track record of business, legal, governance, and strategic experience serving a wide range of public and private companies, start-ups, and non-profits, in multiple industries including hospitality, franchising, technology, telecommunications, and the arts.

EXPERIENCE

Alarm.com

McLean, VA, 2020 – present

Independent Director (service on Compensation and Audit Committees)

Board member of Nasdaq-listed company (market cap ~\$3.5 billion) that is the leading platform for the intelligently connected property, enabling consumers and businesses to manage and control their property from anywhere.

Choice Hotels International, Inc.

North Bethesda, MD, 2012 – present

Senior Vice President, General Counsel, Corporate Secretary & External Affairs

C-Suite executive of NYSE-listed global hospitality company (market cap ~\$6 billion) with more than 7,500 franchised hotels in over 45 countries and territories.

- Strategic advisor to the Board and CEO, key senior team member and partner to other C-Suite executives.
- Lead corporate functions including legal, risk management, Board support and governance, compliance, franchise administration, and governmental affairs.
- Led external communications and public relations team (2015-2022), partner/procurement services team with significant revenue and P&L responsibility (2015-2021), and events team executing annual franchisee convention with over 5500 attendees (2015-2017). Served as Chief Compliance Officer (2012 – 2015).
- Among other transactions, led legal closed \$675 million Radisson Americas acquisition (2022), \$231 million WoodSpring acquisition (2018), \$140 million secondary offering (2014), and \$600 million leveraged dividend transaction involving a series of transactions culminating in the declaration of a special cash dividend in the amount of over \$10.00 per share (2012).
- Strategically improved processes, policies and practices; implemented new technology to increase efficiency, quality and responsiveness while managing costs for crisis response, enterprise risk management, board communications, commercial contract management, legal vendor billing, insurance and claims management, document and electronic data retention. Oversee cross-functional approach to insider trading and Reg FD, ethics, anti-corruption, privacy and data security, disaster recovery and business continuity.

XO Communications (now part of Verizon Business),

Herndon, VA, 2001 – 2012

Executive Vice President, General Counsel, Legal & Administration (2011 – 2012)

Senior Vice President, General Counsel, Secretary (2006 – 2011)

C-suite executive of telecommunications services provider with approximately \$1.5 billion in annual revenues. Head of legal, regulatory, and human resources functions.

- Executive sponsor of company's strategic customer experience improvement initiatives, leading improvements at all customer touchpoints.

- Key leader in successful “going private” transaction (2011). Company was previously Nasdaq-listed, Icahn-controlled.
- Closed \$780M private placement convertible preferred and perpetual preferred shares to retire senior debt and provide funds for long term strategic initiatives and working capital (2008).
- Prevailed in key strategic litigation to establish XO’s right to light leased fiber rather than purchase prohibitively expensive wavelength services for itself and its customers (2007).
- Earlier roles at XO included leading legal support for revenue generating operations as well as direct legal and strategic support for wide variety of commercial transactions and mergers, acquisitions and dispositions.

LightSource Telecom, LLC

Reston, VA, Jan – Oct 2001

Vice President, Legal and Business Affairs / Associate General Counsel

Early-stage role with dual legal and business responsibilities at start-up offering telecommunications, high-speed Internet access, alarm monitoring and other services. Pursued business opportunities and strategies regarding market entry, potential investments, mergers and acquisitions, partners, and new product areas such as multi-channel video programming distribution and video-on-demand.

AOL

Dulles, VA, 2000 – 2001

Director, Business Affairs

Business (non-legal) leader working across company with various business units to drive content distribution strategy over mobile and other non-PC technologies. Negotiated and managed international and domestic arrangements with joint venture partners, suppliers, licensors, and vendors. Assessed potential commercial transactions and investments working with business development teams in the US, Canada, Mexico, South America, and Europe.

MCI Communications (now part of Verizon Business)

Washington, DC and McLean, VA, 1994 – 2000

Associate Counsel

Led international legal group responsible for commercial relationships with global affiliates and partners. Negotiated and developed legal framework and documentation to create global services network post-WorldCom merger with focus on Europe, Mexico, Russia, and Brazil. Created and negotiated wide variety of marketing, supply, agency, sales, distribution, subcontractor, teaming (including software and technology solutions) and other agreements.

Skadden, Arps, Slate, Meagher & Flom

Chicago, IL and Washington, DC

Associate

1989 – 1994

Summer Associate

1988

Corporate and communications practice, with emphasis on international and domestic communications industry (telecom, wireless, mass media and cable) mergers and acquisitions, privatizations, joint ventures, licenses, concessions, franchises, regulatory proceedings and policy in Europe, South America, and the United States. Developed creative strategies and industry sector analyses for investment opportunities, mergers and acquisitions and securities issuances.

NOT FOR PROFIT BOARD SERVICE

- Board Member, Reading is Fundamental, 2024 – present
- Board Member, American Hotel & Lodging Association, 2020 – present

- Board Member, International Franchise Association, 2016 – 2020
- Board Member, Minority Corporate Counsel Association, 2007 – 2020
- Co-Chair, In-House Counsel Network, National Asian Pacific American Bar Association, 2012 - 2018
- Board Member, Association of Corporate Counsel – National Capital Region, 2012 - 2018
- Board Member, The Inkwell, a resource for new play development, 2011 – 2016

EDUCATION

1986, A.B. University of Michigan, Political Science with High Distinction and High Honors, James B. Angell Scholar
 1989, J.D., Columbia University Law School, Harlan Fiske Stone Scholar
 2010, Harvard Business School Executive Education “Risk Management for Corporate Leaders” program
 2014, DirectWomen Board Institute

SELECTED AWARDS AND RECOGNITION

- National Asian Pacific American Bar Association, In-House Counsel Diversity Leadership Award, 2023
- Corporate Counsel Women of Color, Diamond Award of Excellence 2021
- Financial Times, The FT Global General Counsel Report 2020
- Washington Business Journal, Women Who Mean Business Award 2018
- National Law Journal, America’s 50 Outstanding General Counsels 2016
- The Legal 500’s General Counsel Power List 2013
- Asian American Legal Defense and Education Fund, Justice in Action Award 2013
- Women’s Bar Association of the District of Columbia, Stars of the Bar Honoree 2010
- Minority Corporate Counsel Association Employer of Choice, Mid-Atlantic region 2009
- Association of Corporate Counsel – National Capital Region, Outstanding Chief Legal Officer of the Year 2008
- National Asian Pacific American Bar Association, Fortune 1000 General Counsel Recognition, 2006

SELECTED SPEECHES/PANELS/ARTICLES

- Corporate Counsel Women of Color, Annual Conference Diamond Award of Excellence Keynote, Sept. 2021
- American Hotel & Lodging Association, ForWard Thinking Panel, March 2021
- Americas Lodging Investment Summit (ALIS) – Law, General Counsel Panel, January 2017 – 2020, 2023
- National Asian Pacific American Bar Association Annual Conference, various panels, 2006 - 2014, 2017 – 2020
- MCCA Pathways Conference Plenary Panel, October 2017
- MCCA General Counsel Summit, “*Corporate Social Responsibility*” May 2015
- American University Business Law Review 2015 Symposium, Keynote Speaker March 2015
- Argyle Chief Legal Officer Leadership Forum, “*The General Counsel as a Strategic Business Partner*” May 2013
- MCCA Creating Pathways to Diversity Conference, “*Judgment, Common Sense & Trusting Your Gut: A Tool Box for Developing Business Acumen*” September 2012
- Women in Law Empowerment Forum, “*Ambition: The Fuel for Your Career Engine (or Why Talent Isn’t Enough)*” June 2010
- ABA Business Law Section “*Partnering Between In-House and Outside Counsel: Best Practices of Both Sides of the Fence*” March 2007
- ACC University “*Hallmarks of a Successful In-House Practitioner*” May 2006
- Telecommunications Privatizations: An Overview, 17 *Hastings Int’l & Comp. L. Rev.* 791 (1994) (with Thomas J. Casey). Presented at the Hastings International Law Symposium, Mar. 1994
- Structuring Foreign Investments in FCC Licensees Under Section 310(b) of the Communications Act, 27 *Cal. W.L. Rev.* 7 (1991) (with Ronald W. Gavillet and Jill M. Foehrkolb). Presented at the Pacific Telecommunications Council Conference, Jan. 1991