

## NATALIE CHANTAL LUKE

Executive Communications & Narrative Systems | ECD

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### EXECUTIVE SUMMARY

Enterprise AI and data platform communications leader, ECD and Founder with 25+ years building the narrative systems that help organizations define, sell, and scale category-defining technology. Trusted partner to senior executives at Microsoft Azure, T-Mobile, Starbucks, Boeing, and Alaska Airlines — translating complex platform strategy into clear, aligned messaging that moves organizations and markets.

Specialized in executive communications for complex, category-defining technology platforms — from CEO keynotes and board communications to cross-functional narrative systems that enable go-to-market alignment, partner ecosystem engagement, and organizational transformation.

An early adopter of AI as a creative and strategic collaborator, integrating AI tools across communications workflows to accelerate narrative development, sharpen messaging consistency, and strengthen executive alignment

**Selected Clients:** Microsoft, T-Mobile, Starbucks, Boeing, Alaska Airlines, Google

### CORE CAPABILITIES

Executive Communications & Messaging  
CEO Communications & Board Communications  
Speechwriting & Thought Leadership Content  
Executive Briefings, Talking Points & Keynote Development  
All-Hands, Town Halls & Leadership Messaging  
Enterprise Narrative Systems  
Cross-Functional Alignment (Product, Marketing, PR, IR, People)  
Strategic Storytelling & Presentation Systems  
Internal Communications & Organizational Messaging  
AI Data Cloud & Enterprise AI Narrative Translation

### PROFESSIONAL EXPERIENCE

**Founder and Executive Creative Director (Executive Communications & Narrative Strategy), idesign | Seattle, WA | 1999–Present**  
**Executive Communications | Enterprise Narrative Systems**

#### Microsoft —Executive Communications & Platform Narrative Systems

- Built executive communication systems and messaging frameworks for Azure and Microsoft Learning platform initiatives, enabling C-level alignment across product, engineering, marketing, and partner ecosystem stakeholders
- Developed scalable narrative systems supporting Azure’s AI and data cloud positioning

- Shaped leadership messaging across cloud platform and AI transitions, ensuring consistent voice from C-suite communications through go-to-market and partner ecosystem engagement
- Led Microsoft Learning customer communications strategy, unifying platform messaging and communications architecture across the full ecosystem
- Audited communications workflows and customer data systems, identifying systemic misrepresentation; remediation contributed to an estimated \$12M reduction in misdirected communications spend

#### **T-Mobile — Executive Communications & Enterprise Platforms**

- Drove enterprise-wide communication strategy across initiatives impacting 80,000+ employees and national retail ecosystems
- Owned national retail communication strategy, executive messaging, and executive keynote development, leading end-to-end narrative, creative direction, and production for CEO communications, CES presentations, and enterprise initiatives across major national retail and technology partnerships including Best Buy, Costco, and Walmart
- Led development and execution of T-Mobile’s government strategy program, owning client acquisition, executive messaging, and cross-functional delivery; partnered directly with C-level stakeholders and directed multi-disciplinary teams
- Designed and evolved enterprise communication systems, including New Coverage for You, T-Voice, Famous for Care, and Team of Experts
- Partnered directly with CEO and executive leadership team to develop customer-facing executive communications, keynote content, C-level video messaging, and strategic presentations driving enterprise and retail initiatives
- Repeatedly engaged as embedded Director, Brand and Content, serving as a trusted internal leader with direct reports during periods of senior communications leadership transition

#### **Alaska Airlines — Enterprise Communications Transformation**

- Led enterprise rebrand and communication transformation across customer-facing and internal systems for a major airline organization
- Built communication systems and governance frameworks supporting long-term organizational alignment

#### **Starbucks — Executive Communications & Leadership Engagement**

- Designed and implemented enterprise-wide employee training, internal communications, and leadership messaging frameworks supporting all-hands and global engagement initiatives
- Contributed to executive communication and narrative development for the Green Apron Book, supporting global cultural alignment
- Led executive communication and narrative development for global leadership events, including Starbucks' 2008 New Orleans Leadership Conference—the largest in company history—supporting CEO Howard Schultz's service-focused initiative following Hurricane Katrina; selected as one of four core teams,

contributing to an engagement involving 10,000 partners and 50,000+ volunteer hours

**Founder and Chief Creative Strategist, idlegal | Seattle, WA | 2021–Present**

Strategic executive communications and litigation narrative consultancy translating complex technical, medical, and financial evidence into structured visual and communication systems for high-stakes decision-making.

- Develop case narrative strategy, visual systems, and presentation architecture for trial teams — translating complex liability, causation, and damages evidence into clear, persuasive communications for mediators, judges, and juries
- Directed narrative and visual systems contributing to verdicts and settlements exceeding \$200M, including a \$91M verdict — the largest awarded to a single individual in Washington State history

**Earlier Career:** Art Director & Senior Designer — Avcon Media, Etheridge Design, James Clarke Design, Rikki Conrad Design (1993–1999) | Brand and communications work for Microsoft, Alaska Airlines, Westin Hotels, and Macy's

**THOUGHT LEADERSHIP & INSTRUCTION**

- Guest Speaker — Keenan AI Collaboration Group (2026)  
*Delivered presentation on AI applications in executive communications, visual strategy, and narrative systems for legal and enterprise contexts*
- Instructor — Continuing Legal Education (CLE): Lay Witness Interviews
- Published Author — Washington State Association for Justice Trial News

**EDUCATION**

University of Washington — Bachelor of Fine Arts (BFA), Graphic Design, 1999