

**ROBIN LEEDS**

Robin Leeds is a senior political strategist, organizer, and advocate with more than 30 years of work in the government, labor, business and non-profit sectors. Ms. Leeds' expertise encompasses women's leadership development, and multi-cultural communications, public policy advocacy, grassroots organizing, political and non-profit fundraising, donor advising and philanthropy, campaigns and elections, government affairs, and civic engagement, and corporate social responsibility.

Ms. Leeds manages Winning Strategies LLC, a public affairs and political consulting firm in Washington DC. Winning Strategies is a Strategic Partner to Burson-Marsteller, a leading global public relations and communications consultancy. The firms collaborate on client engagements in areas such as multi-cultural communications, women's issues and outreach, public policy advocacy, stakeholder development, coalition building, and corporate social responsibility.

Winning Strategies has represented a range of organizations from the Inter-American Commission on Women at the Organization of American States to The Lawyers Committee for Civil Rights. Recent clients include: Brzelton Touchpoints Center, Inc., The National Center on Parent, Family and Community Engagement, Fairwinds Trading, The Interim Haiti Recovery Commission, Arbitron, LLC, The Creative Coalition, Actor/Director Giancarlo Esposito, Astellas Pharma Inc., Insight Center for Community Economic Development, and Envision, EMI.

Ms. Leeds served as a political appointee to President Clinton from 1994 to 2000. While serving at the White House Office on women's initiatives she coordinated domestic public policy and constituency development efforts. She played a significant role in key presidential global initiatives including the U.S. follow-up to the U.N. Fourth World Conference on Women, US Delegation to the U.N. Commission on the Status of Women, 50th Anniversary Celebration of the Human Rights Declaration, CEDAW (Convention to End Discrimination against Women), and International Women's Day Commemorations.

Ms. Leeds' most notable public policy accomplishments in the Clinton administration include: raising the national childhood immunization rate to 90% for the President's Child Immunization Initiative at the Department of Health and Human Services, implementing the National Voter Registration Act, "Motor Voter" in the WIC, Food Stamps and AFDC programs at the Department of Agriculture, and building the public private partnership that significantly increased youth training and employment for the President's Youth Opportunity Movement at the Department of Labor. She is also credited with building presidential and congressional support for pay equity, Title X family planning, Title IX affirmative action, paid family and medical leave, reproductive rights and health, and domestic violence and sexual harassment protections.

Winning Strategies provides strategic consulting on the women's vote to presidential, congressional and gubernatorial campaigns. Winning Strategies advised President Obama's women's outreach and policy teams during his 2008 campaign. During the 2004 presidential primary, Ms. Leeds served as National Co-Chair of Women for Kerry, and in prior presidential elections was a strategic advisor to presidential candidates Bill Clinton, Al Gore, Michael Dukakis, and Jesse Jackson.

Ms. Leeds is a member of the Harvard Women's Leadership Board and AARP's Women's Leadership Council, and is a Woodrow Wilson Visiting Fellow. She was a Fellow at the Center for Public

**A STRATEGIC PARTNER OF BURSON-MARSTELLER**

Leadership at the John F. Kennedy School of Government, Advisor to the Director of Women's Initiatives at Harvard University, Scholar-in-Residence at the Women in Politics Institute at American University, and Academic Advisor to the Carter-Baker Commission on Federal Election Reform. She serves on numerous non-profit boards including the Anti-Defamation League DC, the Capital Breast Care Center and formerly the Mary's Center for Maternal and Child Health in Washington, DC.