

Robin Leeds

CEO, Winning Strategies LLC

Partner, Democracy Partners

rleeds@winningstrategies.us

202.744.2283

[linkedin.com/in/robinleeds](https://www.linkedin.com/in/robinleeds)



Robin Leeds is the CEO of Winning Strategies LLC, a public affairs and communications consulting firm based in Washington, DC. Winning Strategies was a Strategic Partner to Burson Cohn & Wolfe, a leading global public relations and communications firm. She is now a Partner at Democracy Partners and provides a wide range of services – multi-cultural and crisis communications, public policy advocacy, stakeholder engagement, coalition building, issues management, and corporate social responsibility strategy.

Winning Strategies offers clients a depth and breadth of experience cultivated over more than four decades working at the intersection of politics, policy and communications. From the campaign trail to the boardroom, Leeds has built solid relationships with leaders and changemakers across the public, private, and nonprofit sectors. Her extensive network and political know how make her the ideal advisor for organizations and individuals aiming to forge diverse partnerships and strengthen their reputations among key influencers and stakeholders. Centrally involved in every presidential cycle since 1988, in 2020 Leeds served on the Fair Fight Executive Council, Women for Biden, Policy Team and DNC Election Protection Program.

Leeds has devoted her career to expanding access to economic, civil, and social opportunities for all Americans and is a powerful voice for women, people of color, the LGBTQ community, and other underrepresented groups. Leeds has a proven track record in the private sector successfully guiding companies through public crises and strategic communications strategies. Under her stewardship, major organizations have instituted socially responsible policies and programs creating more diverse, inclusive and fair workplaces.

She advised the Barilla Group, a multi-billion dollar global retail company, repairing its reputation with the LGBTQ community, and due to these efforts, the Human Rights Campaign awarded the company a perfect score in the Corporate Equality Index and a 2021 Catalyst Award recipient. She advised Bayer Corporation, a major pharmaceutical company to launch stakeholder engagement initiatives and public-private partnerships that shifted public sentiment on controversial issues impacting the health of women and girls.

A seasoned crisis communications and diversity and inclusion professional, Leeds has led multi-sector efforts to address complex race and gender challenges. She has brought her subject matter expertise and deep bench of relationships with policy makers, media and advocates to address sexual violence, assault, and gender harassment and inequality for Times Up Legal Defense Fund, National Women’s Law Center, White House Office on Women’s Initiatives and Outreach, US Department of Health and Human Services/Office of

the Secretary, US Department of Labor/Women's Bureau, National Association of Attorneys General, Princeton University, Georgetown University, University of Rochester, City of Charlotte, Massachusetts Building Trades and AFL-CIO.

While serving at the Clinton White House Office on Women's Initiatives and Outreach, Leeds coordinated domestic and global constituency engagement efforts on behalf of the President and First Lady shaping public policy on fair pay, Title IX, voting rights, public health, domestic violence, and sexual harassment. As a presidential appointee she led efforts that raised the national childhood immunization rate to 90% for the President's Child Immunization Initiative at the Department of Health and Human Services, directed the implementation of the National Voter Registration (Motor Voter) Act in the WIC, Food Stamps and AFDC programs at the Department of Agriculture, and spearheaded the public-private initiative that expanded youth training and employment for the President's Youth Opportunity Movement at the Department of Labor.

Widely regarded as a leading voting rights advocate and labor/community organizer, in Massachusetts, Leeds served on the Secretary of State's Voter Participation Partnership, as director of Human SERVE (Human Services Employees Voter Registration and Education), campaign manager of the Voter Registration by Mail ballot initiative and the Prevailing Wage ballot fight. She played a leadership role in the victorious fight to win passage of the National Voter Registration Act.

Leeds has consistently fought to increase women's participation, visibility, and leadership in politics and government. Since 1984 she has played leadership roles in presidential, gubernatorial and congressional campaigns ensuring that a gender perspective and women's vote strategy was fully integrated. During the 2004 presidential cycle, Leeds created a partnership with the National Council of Women's Organizations, Lifetime Television, Lesley University, and Barnard College, to launch a national leadership academy for young women in politics during the Democratic and Republican National Conventions. She acted as National Co-Chair of Women for Kerry and served as a women's policy advisor during the Obama and Hillary Clinton presidential campaigns.

Leeds serves as a Woodrow Wilson fellow and board director for the National Council of Jewish Women. She serves as an Ambassador to Vital Voices Global Ambassadors Program in Puerto Rico following Hurricane Maria. Leeds served as a founder and board director of Breast Care for Washington and Mary's Center for Maternal and Child Health. She was a member of the Harvard Women's Leadership Board, Fellow at the John F. Kennedy School of Government's Center for Public Leadership, Advisor to the Senior Director of Harvard University Women's Initiatives, Fellow at the Radcliffe Institute for Advanced Leadership, Scholar-in-Residence at the Women in Politics Institute at American University, Academic Advisor to the Carter-Baker Commission on Federal Election Reform and Appointee to the Governor Weld's Commission on the Status of Women.

Leeds has consistently championed progressive causes and has a demonstrated track record of forging connections to create common agenda victories among diverse constituencies. Her knack for coalition building, combined with a deep understanding of public policy and long standing relationships with key influencers, gives Robin – and her clients – an edge over the competition.