

## Speaker Information: Lisa Witter

Lisa Witter is a veteran public speaker on the business, political and philanthropic circuits. Her audiences describe her as “knowledgeable”, “articulate”, “creative”, “charismatic”, “heartfelt” and “humorous”. She’s frequently asked back for repeat performances or additional presentations on new subjects. In June 2008 she co-authored “The She Spot: Why Women are the Market for Changing the World and How to Reach Them”.

“Lisa has a loose, easy style but delivers her content with laser focus. The audience walks away inspired.”  
- Marie Wilson, The White House Project

### Ms. Witter can speak on or do trainings about a wide range of topics including:

- Non-Profit and Green Communications
- Marketing to women
- Positioning
- Branding
- Advertising
- Framing
- Media relations
- Evaluating success
- Effective public speaking
- Women’s Issues
- Motherhood
- Modern feminism
- Media’s portrayal of women
- Politics
- U.S. elections  
(special expertise in women voters and candidates)
- Pop culture intersection
- Leadership
- Philanthropy
- Why Women are the Market for Changing the World and How to Reach Them
- It’s the Women, Stupid: How to Win over Women Voters
- Selling Green Products and a Green Lifestyle: Target Women
- From Demolition Derbies to 5th Avenue Executive: Tales of a Modern Feminist
- 10 Seconds with Oprah - What would you do?
- Positioning: 10 Ways to Set Your Organization Apart
- Now Hear This:  
9 Laws for Successful Advocacy Communications

### See her on YouTube at:

[http://www.youtube.com/results?search\\_query=Lisa+Witter&search\\_type=&aq=f](http://www.youtube.com/results?search_query=Lisa+Witter&search_type=&aq=f)

### Biography:



Lisa Witter is the Chief Operating Officer of Fenton Communications, the largest public interest communications firm in the country. She heads the firm’s practice in women’s issues and global affairs for clients including the Women for Women International, MoveOn.org, William and Flora Hewlett Foundation, David and Lucille Packard Foundation, American Medical Association, American Lung Association and many others. She is a co-founder of award-winning SheSource.org, an online brain trust of women experts to help close the gender gap among commentators in the news media. She was honored as an outstanding activist and expert on women’s issues by Oxygen.com for her work on a national campaign against privatizing Social Security during the 2000 presidential election.

Lisa is a blogger and political commentator appearing as an expert on NPR, MSNBC, FOX News and has been published in Newsday, The New York Times, The Seattle Times, The Anderson Cooper 360, Huffington Post, AlterNet and Blogger. In 2004, she was a contestant on the Showtime reality show, “American Candidate.” Witter is co-author of “The She Spot: Why Women are the Market for Changing the World and How to Reach Them.” [www.shespotbook.com](http://www.shespotbook.com)

She is on the Board of Directors for Climate Counts and Momsrising.org and she’s on the Communications Advisory Councils for Women for Women International and the Women’s Commission for Refugee Women and Children.

Lisa lives in New York City with her husband, Christoph Brem and her son Bruno.

## Keynotes, workshops and other speaking experience (abbreviated list):

- The Ad Council
- BigThink.com
- Campaign for America's Future, Take Back America Conference
- The Center on Philanthropy at Indiana University – Annual Symposium
- Communications Network
- The Foundation Center
- Fox News
- Fundraising Day, New York
- Green Communications Conference
- The Monadnock Summer Lyceum with New Hampshire Public Radio
- MSNBC
- National Association of Commissions for Women
- National Association for Research on Women
- New Hampshire Women's Fund
- The New School
- Non Profit Coordinating Committee of New York
- NPR
- O! Magazine and the White House Project – Women RULE! Conference
- Progressive PR Professionals
- St. John's University
- True Spin Progressive Communicators Conference
- Women's Campaign Forum
- Women's Funding Network Annual Conferences
- Women's Media Center
- Working Mother Magazine's - Network Affinity Leadership Congress

## References

**Marica Brown**, Non Profit Coordinating Committee  
(212) 502-4191

**Steve Etzler**  
Business Development Online – Green Communications  
(212) 765-8045

**Bruce Tractenberg**, Communication's Network  
(630) 328-2857

**Chris Grumm**, Women's Funding Network  
(415) 441-0706

**George Perlov**, The Ad Council  
(212) 922-1500

## She Spot Keynote or Workshop Description:



When it comes to winning support or raising money for your cause, women are not a niche audience, they are the audience, because they vote, volunteer and give to more organizations than men do. In this presentation, Lisa Witter, Chief Operating Officer of Fenton

Communications, one of the nation's leading public interest PR firms, and co-author with Lisa Chen of the new book, "The She Spot: Why Women are the Market for Changing the World and How to Reach Them" (Barrett-Koehler, 2008), offers insights and field-tested advice to help nonprofits connect more effectively with women and leverage their power as partners for social change.

Savvy corporations have long recognized that women make 83% of all purchasing decisions and now market directly to them. Nonprofits can learn to do the same. The presentation will cover four key marketing principles from The She Spot: Care, Connect, Control and Cultivate, and share case studies from companies like Home Depot and T-Mobile as well as from leading nonprofits (Moveon.org, Heifer International, UNICEF). You will walk away with concrete tips on how to better connect with women online and off and an understanding that, if you successfully reach women, you'll get men on your side, too.

"Smart, engaging and eminently useful, The She Spot puts its finger on how to score with the key drivers of social change: women." – Arianna Huffington

"Lisa Witter and Lisa Chen offer us an absorbing and provocative read that guarantees the reader will see gender, politics and the marketplace in a new and clearer light." – Naomi Wolf

"The She Spot is an important book that aptly describes the role that communicating care plays in effective progressive politics." – George Lakoff