



BOB WITECK

Bob Witeck is the founder and President of Witeck Communications, Inc. with over four decades strategic communications experience in the private sector and in national service. He is a seasoned communicator, public speaker, counselor, public affairs professional, author and speechwriter as well as a trusted crisis communications expert.

His firm was originally founded in 1993 in Washington, D.C. as Witeck-Combs Communications, updating its name in 2012. As a strategic communicator, he is dedicated to strengthen reputations and address a broad range of communications challenges and aims. Before opening this practice, Bob Witeck was senior vice president for Hill & Knowlton Public Affairs, the global public affairs firm. On Capitol Hill for more than a decade, Witeck served as communications director for the U.S. Senate Committee on Commerce, Science and Transportation and as a Senate press secretary and legislative assistant. He is a graduate with distinction of the University of Virginia in 1974 where he was named an Echols Scholar.

In their 25th anniversary issue, the editors of ***American Demographics*** magazine in 2003 selected Bob Witeck as one of 25 leaders ‘who have made significant contributions to the worlds of demographics, market research, media and trend spotting’ for his pioneering work on America’s lesbian, gay, bisexual and transgender population. Witeck also co-authored "***Business Inside Out: Tapping Millions of Brand-Loyal Gay Consumers***" (Kaplan Publishing, September 2006), recognized among the first books advising business leaders and marketers on building economic value with LGBT consumers, households and stakeholders.

In addition to his pioneering book, “Business Inside Out,” he has authored numerous opinion columns, professional articles and contributing chapters to journals. He served five appointed terms on the board of directors for the National Lesbian and Gay Journalists Association. He has served on the board of directors for the NEA Foundation, and on the first national board for the Gay and Lesbian Alliance Against Defamation (GLAAD), and for the Gay Lesbian Straight Education Network (GLSEN).

As a native Virginian, he was named in 2015 to Virginia Governor Terry McAuliffe’s first-ever LGBT Tourism Task Force. In 2016, Governor McAuliffe appointed Bob Witeck to a four-year term on the Board of Visitors of George Mason University; and re-appointed in 2020 by Governor Northam. He currently serves on the Board of Directors of the Matthew Shepard Foundation.

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Bob Witeck Bibliography

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Changing Corporate America from Inside Out: Lesbian and Gay Workplace Rights. Raeburn, Nicole C. Minneapolis: University of Minnesota Press, 2004. Witeck-Combs Communications Survey, p. 226.

Cultural Change in Acceptance of LGBT People: Lessons from Social Marketing, authored by Bob Witeck, April 2013, American Journal of Orthopsychiatry.

The Glass Closet: Why Coming Out Is Good Business by Lord John Browne, former CEO of BP, June 2014, HarperCollins, including interviews and quotes with Bob Witeck.

The Business Case for Pride, by Bob Witeck. Unite Virginia magazine, Inaugural Issue, Spring 2015, and published by the Virginia Gay & Lesbian Chamber of Commerce.

Introduction to Strategic Public Relations, Page, Janis Teruggi and Parnell, Lawrence. Sage Publications 2019. "Authenticity is Key to Lesbian Gay Bisexual Transgender Public Relations" by Bob Witeck, p. 284.

Bob Witeck Honors

2001 recipient of the **Bernard Mayes Award** recognizing a graduate of the **University of Virginia** with the traits of leadership and vision in service to the lesbian, gay, bisexual and transgender (LGBT) community.

2001 and 2002 Bob Witeck named among Gay Financial Network's **Most Influential Gay and Lesbian Executives**.

2002 recipient of the **National Lesbian & Gay Journalists Association Distinguished Service Award**.

2002 honoree as **national community leader** by the **National Stonewall Democrats**.

In 2003, in their 25th anniversary issue, the editors of **American Demographics** magazine selected Bob Witeck as one of 25 national leaders 'who have made significant contributions to the worlds of demographics, market research, media and trend spotting' for his pioneering work on America's lesbian, gay, bisexual and transgender population.

2003 honoree as a "**Man of Mautner**," supporting the mission of America's leading organization supporting the health needs for lesbian and bisexual women.

Named to the **2003 Out 100** by Out Magazine.

In 2004 **Association of National Advertisers Multicultural Marketing Award** presented to Volvo and Witeck-Combs Communications.

2004 **Advertising Research Foundation's David Ogilvy Award finalist honors** presented to Witeck-Combs Communications and Harris Interactive.

In 2004, named **LGBT Business Leader of the Year** by the **Capital Area Gay & Lesbian Chamber of Commerce**.

In 2006, named the **Wells Fargo/National Gay & Lesbian Chamber of Commerce Business Owner of the Year**.

In 2006, named one of **Instinct Magazine's 24 Leading Men**.

In 2009, honored as one of Washington D.C.'s **Capital Pride Heroes**.

In 2009, recognized as one of *20 outstanding openly gay Virginians* by **Equality Virginia**, the state's LGBT civil rights group.

2010 finalist for the **Trailblazer Award** by **Out & Equal Workplace Advocates** – Out & Equal is the global convener, thought leader and catalyst actively working to achieve workplaces of inclusion and belonging globally for LGBTQ+ people.

Honored with the **James Hunter Human Rights Award** in 2011 by Arlington County, Virginia.

In 2011, a special national honoree of the **GLAAD Amplifier Awards** for dedication to LGBT inclusion and respect.

In 2014, named co-chair of the 6th annual **PFLAG** Straight for Equality Gala held in New York.

In 2014, honored with the **IGLTA Chair's Award** by the **International Gay & Lesbian Travel Association** at its 31st global convention held in Madrid, Spain.

In 2016, presented with **SAGE's (Services and Advocacy for Gay, Lesbian, Bisexual and Transgender Elders) Community Leadership Award**.

In 2016, completed first-ever **LGBTQ Executive Leadership Program** offered by **Stanford Graduate School of Business**.

In 2017, the **National Gay & Lesbian Chamber of Commerce *Legacy Award***.

Again in 2017, **AGLA – the Northern Virginia Gay & Lesbian Alliance** honored Bob Witeck with the **2017 *Equality Award***.

Washington Business Journal’s 2018 *Inaugural Business of Pride Award*.

In 2025, in recognition of his extraordinary leadership and lifelong dedication to the principles of inclusion and belonging, **Out & Equal Workplace Advocates** bestowed Bob Witeck with the prestigious **Arne Sorenson Vanguard Award**. Named in memory of the late Arne Sorenson, CEO of Marriott International, an exceptional business ally and advocate for LGBTQ+ rights and equality, the Vanguard Award honors those who are driving change in meaningful and lasting ways for historically overlooked and/or marginalized communities.

In June 2025, Marriott International as part of their sponsorship of World Pride, honored Bob Witeck with its first-ever **Love Travels Award**, “in recognition of his actions to shape a better world.”