Deborah Leiter

SVP, Campaign Development

The Ad Council

Deborah Leiter joined the Ad Council in 2000 and leads a cross-functional team to develop impactful communications programs focusing on mental health. Her past work also includes campaigns on Breast Cancer Awareness, Bullying Prevention, Global AIDS Awareness and Teen Dating Violence Prevention. In her role, Deb partners with leading nonprofits and advertising industry partners to guide the strategic and creative development of integrated campaigns.  Deb has a passion for figuring out how to leverage consumer insights to create innovative solutions to social issues. Prior to the Ad Council, she held account management positions at Grey and BBDO.  Deb graduated from the University of Pennsylvania with a B.A. in Communications. She lives in Larchmont, NY with her husband and two children.