

Lauren Wittenberg Weiner, PhD

**AUTHOR, SPEAKER,
BUSINESS THERAPIST**

**MEDIA
KIT**

www.LaurenWittenbergWeiner.com



Lauren Wittenberg Weiner



Lauren Wittenberg Weiner, PhD is an entrepreneur who found success in the field of military contracting by changing the rules of the game.

Lauren started WWC Global when she could not get a job as a military spouse stationed overseas. What started as a way for Lauren to do some part time consulting work until she could move back to DC and re-start her career, instead turned into one of the largest privately-held government contracting firms in Tampa Bay. Under Lauren's leadership, WWC Global won one of the largest awards to a small business in US Special Operations Command Headquarters history, a \$200 million contract to provide training and military exercise support with Special Operators (Navy SEALs, Green Berets, and others) around the world.

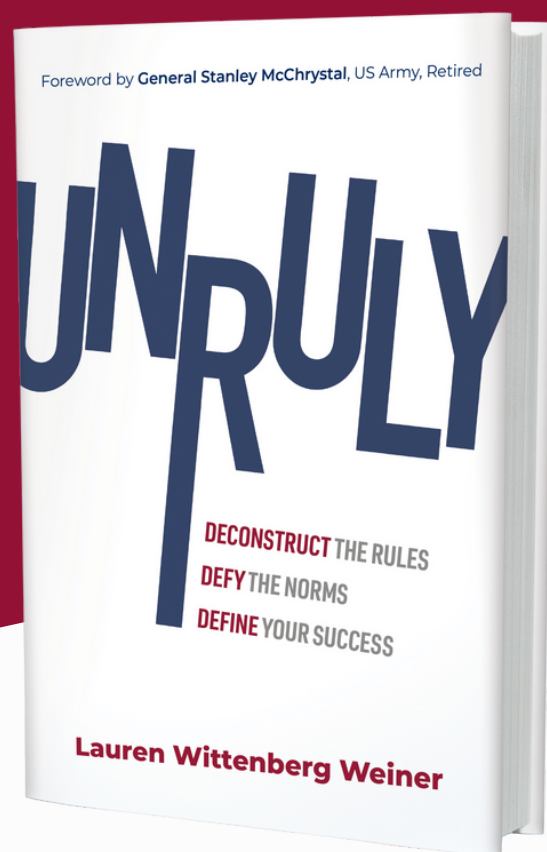
Over the course of almost 20 years, she and her team built the company to almost \$100 million in annual revenue before the company was acquired in 2022. Since the original founding of the firm in 2004, WWC Global employed over 250 military spouses, and kept dozens of them employed through multiple military moves, some for over 15 years.

Lauren also co-founded the very first non-profit organization, In Gear Career, focused exclusively on military spouse employment at the professional levels, which merged with the US Chamber of Commerce Foundation's Hiring Our Heroes program. Lauren also co-founded Homefront Rising, a program to train military spouses to engage in the political process as candidates and elected officials, political and policy staffers, and advocates.

Lauren is an authentic leader, speaker, and mentor who routinely shows "behind the curtain" to the reality behind her success. In addition to her professional duties, Lauren has an undergraduate degree from the University of Michigan and a PHD in Psychology from Dartmouth College. She lives in Tampa Bay with her family, where she sits on the Board for Baycare Health System (a \$5.2B not-for-profit), the Tampa Bay WAVE technology incubator, and the Tampa Bay Chamber of Commerce. She is the primary caregiver for her aging parents and a loud and proud hockey mom.



Let's Get **UNRULY!**



When the rules stop working for you, *Unruly* is the guide to navigate your authentic path to personalized success.

Rules are necessary for a functional society, but many “rules” we follow are simply conventional wisdom, norms, or limited interpretations. We’re expected to play along by conforming, following the crowd, and steering toward comfortable paths. But viewing rules as a starting point rather than as an endpoint opens worlds of opportunities for your success.

Unruly is your manual to identify your best maneuvers in the gray areas that allow you to authentically create and secure your own path to success. Lauren Wittenberg Weiner, a powerful speaker and business leader who has upended barriers on her journey toward extraordinary success, teaches readers in any industry how to:

- Navigate your own space within the rules while remaining in compliance and maintaining a strong moral compass
- Convert fear and imposter syndrome into a superpower.
- Determine when it’s time to stop listening to what people think you should or could do to find what you can do.
- Use your power to be a gateway, not a gatekeeper, for others.

Borrowing from concepts in psychology, law, business, and the military, *Unruly* uncovers a deep understanding of rules and where they bend to equip readers for personalized success.



What are people saying?

"In this book, Lauren presents a vision of new pathways, adaptable skills, and forward thinking that meets resistance with formidable resolve."

—General Stanley McChrystal,
US Army, Retired and CEO and Chairman,
McChrystal Group

"The rule of law is sacrosanct in our democracy, for good reason. In this brilliant book, Wittenberg Weiner lays out her Unruly ways to make an impact - in your business, your community, and political systems - while making the most of governing rules. She'll show you how to reach your unique breakthrough point within any system or organization."

-Jocelyn Benson, Michigan Secretary of State and author of The Purposeful Warrior

"As a Navy SEAL, mission outcome matters most, but mission success relies on rules, standards, and morals along with adaptability and innovation. Unruly leverages a special operator's mindset to complete your personal missions effectively. Lauren and her team took the Special Operations community by surprise in 2018 by winning a massive award as a non-operator and a female, but she won them over with her authentic Unruly approach and exceeded everyone's expectations."

-Vice Admiral (retired) Sean Pybus, former Commander, Navy Special Warfare Command and Deputy Commander, Special Operations Command

"Leaders are called upon to wear many hats and must meet high standards while also innovating new pathways. Unruly provides a masterful guidebook to exceeding these expectations by blasting right past conventional thinking. If you are a leader in any capacity, you need this book!"

-Cristal Gary, CEO of Meridian Health Plan of IL and former Deputy Governor of IL

"As an entrepreneur, a community leader, and even as a hockey mom, Lauren Wittenberg Weiner has accomplished things others thought impossible. This book is a must-read for anyone looking to leverage their hard work and unique abilities to challenge and upend the status quo."

-Steve Griggs, CEO of Vinik Sports Group and the Tampa Bay Lightning hockey team

"Unruly takes us on an all-access tour of our interactions with rules. It provides a smart approach to decoding, working within, stretching beyond, and ultimately writing your own rules within which you can thrive."

-Robert Grammig, Chair and Chief Executive Officer, Holland & Knight LLP



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—Jocelyn Benson,
Michigan Secretary of State

"Lauren Wittenberg Weiner has been quietly operating in the most elite levels our military support structures. Her Unruly approach to business, politics, and life overall is a game-changing shift to find newfound success on every level. Lauren teaches how to take on the status quo while staying true to your highest standards, working with intelligence, persuasion, collaboration, and the greater good as your guide. Unruly shows you how to do good while doing well, in any realm of your life."

—Patrick Murphy, first Iraq War veteran elected to Congress; 32nd Undersecretary of the Army

"Lauren Wittenberg-Weiner is smart, insightful, and always on point. She understands, as I do, that when operating in a political system where the odds, numbers, and rules are stacked against you, you must find or even create new pathways to achieve your desired outcomes. With her expert guidance, Lauren offers strategies to navigate what can feel like hostile or unfriendly terrain with minimal setbacks. Her approach will show you how to be effective and collaborative, empowering you to stand your ground, claim your space, and soar to new heights."

—Fentrice Driskell, Minority Leader, Florida House of Representatives

"For anyone frustrated by the constraints of rules and policies, this book offers fresh thinking about how to get things done. I have seen, both from the inside and the outside of the Department of Defense, the need for, and the impact of, the Unruly path. Lauren's approach made an outsider a trusted insider while repeatedly challenging the status quo and improving outcomes in the Department of Defense without ever breaking the rules."

—Wendy R. Anderson, former deputy Chief of Staff to the Secretary of Defense

"Dr. Wittenberg-Weiner understands, from experience at the highest levels of government and as a highly successful entrepreneur, that rules are parameters. She details in this superb volume that success depends both on understanding and following the rules AND on figuring out when and how best to stretch those rules to their limits, or when to push to change the rules. Those who have to navigate complex rules and regulations of any kind can finally learn how to decode complexities and carve out a path to unbridled success."

—Dr. Stuart Shapiro, Dean, Bloustein School of Public Policy at Rutgers University



SPEAKING TOPICS

Government Contracting

As the founder and former CEO of one of the most successful woman-owned businesses in the federal space, there are a wide variety of topics within the GovCon space that can be covered, to include:

- Small Business success story, advice, and guidance—for those firms at various stages of growth from entry to large businesses
- GovCon M&A
- Specific topics on subcontracting, growth out of small business status, writing effective proposals, getting started in GovCon, etc.

Navigating the Panini Generation

The “sandwich generation” concept is too quaint—today’s version is more like a Panini (forged with high heat and pressure into something entirely different than the components themselves). Navigating the pressures of work, kids, parents, spouses, community involvement and your own needs has become impossible, particularly post-COVID. Real talk, not silly life hacks, can help make it more manageable.

Thoughtful Authenticity (modified from TEDx)

The balance between perfectly polished and curated public images on one hand, and showing the mess behind the curtain on the other, is where “Thoughtful Authenticity” lies. It brings credibility and connection. That balance can be struck with intention.

Unruly

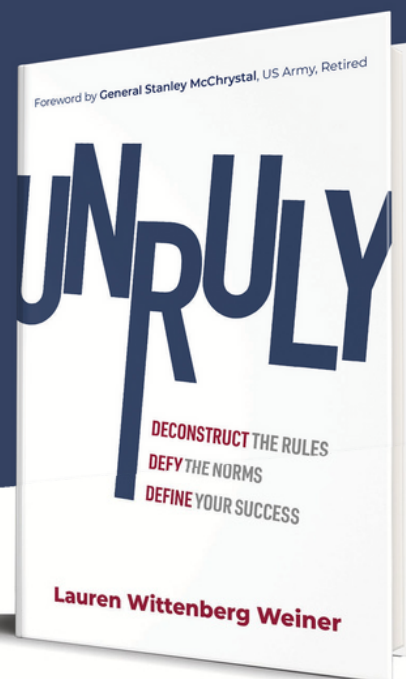
Most people follow the rules—written and unwritten—and never find their own breakout success. But it doesn’t require breaking the rules to find success; knowing the rules better than anyone can give you opportunities to find your own authentic space within the rules in business and in life overall. Take the Unruly journey to learn how to leverage the rules for your own authentic success.

Tailored to specific audiences—non-profit, entrepreneurs, leaders or emerging/upcoming leaders, politics/advocacy



LET'S GET UNRULY!

Getting Unruly first and foremost means following the rules—the letter and spirit of the law, the moral path, the “do unto others” way—but it’s possible to find space *within* those rules to distinguish yourself from the pack. By using the flexibility within the rules to your advantage, you can plot your *own* course to your *own* version of breakout success.



ABOUT THE AUTHOR

Accidental entrepreneur, CEO, and business and community leader Lauren Wittenberg Weiner, PhD, has upended barriers on her journey toward extraordinary achievements and will help you and your teams navigate your authentic path to personalized success by working within the rules, discovering where they bend, and maneuvering in the gray areas.

THE UNRULY BOOK CLUB

(Up to 50 books)

Access to an exclusive 10 minute “Unruly Path” video featuring the author

Downloadable “Illustrated Guide to the Unruly Path”

Unruly Book Club Discussion Guide to facilitate application and conversation

\$1400

THE UNRULY CONVERSATION

(Up to 250 books)

Includes everything in the Unruly Book Club package, plus:

A 15–20 minute book-related live talk with Q&A (up to 60 minutes total run time) done online or in person for those in Tampa Bay commutable locations.

Signed bookmarks sent to organizer

\$7000 + travel costs

THE UNRULY KEYNOTE

(Up to 750 books)

Includes everything in the Unruly Book Club package, plus:

A 30–45 minute book-related keynote, tailored to a preferred topic (e.g., entrepreneurship, health care, veterans and military spouses, the Panini generation, etc.) done online or in person

A Q&A session, book signing with bookmarks, or one-on-one discussions (two hours total run-time for all package components)

\$20,000 + travel costs

Contact admin@laurenwittenbergweiner.com to book or create a custom package to meet your team’s needs!



www.LaurenWittenbergWeiner.com



admin@laurenwittenbergweiner.com



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