

# Bob Kaplitz

*With more than three decades of domestic and international experience, he's a leading expert in the field of business communications. Currently, Bob speaks on utilizing video for personal branding and reputation management for the Governor's Small Business Forums, trains speakers for the Irving-Las Colinas Chamber of Commerce Business Connection, and he conducts both large-scale workshops and personal, 1-on-1 executive coaching.*



His workshops for the Business Connection include topics ranging from How to Create a Winning Elevator Pitch to How to Kiss Cold Calling Goodbye.

Bob Kaplitz has been senior vice president for Audience Research & Development, which he joined in 1980 after a distinguished career in broadcast journalism, which included reports on the CBS Evening News with Walter Cronkite and recognition by the Radio TV News Directors Association as Best TV Investigative Reporter in the U.S. and Canada.

He's consulted TV stations and media groups in markets including Los Angeles, San Francisco, Atlanta, Detroit, Cleveland and has spoken abroad in cities as far flung as Sydney, Australia and Hong Kong. He's developed successful video marketing strategies for an impressive list of clients ranging from the Four Seasons Resort & Club to Dallas Cowboys' branded ventures to law firms and a host of other businesses. He helped to develop one of the most successful and enduring media branding campaigns in history — "The Spirit of Texas" for WFAA-TV (Channel 8).

His televised coverage of a major trial in Miami was at the center of a landmark U.S. Supreme Court decision, opening courtrooms to cameras. The most notable: O.J. Simpson trial.

Bob also lectures on international advertising, personal branding, and new media to MBA students at the University of Dallas Graduate School of Management. The Dean of the business school recognized him multiple times for excellence in teaching.

Bob Kaplitz has traveled domestically and internationally to help media companies change their culture to compete in the digital age. He developed the world's largest library of on-line videos for the new breed of multimedia journalists — reporters who shoot and write their stories.

He's also spoken on viewer behavior to the National Press Photographers Association, the National Association of Broadcasters, and the National Academy of Television Arts and Sciences.

He's also served as vice president of new media for the DFW American Marketing Association where he pioneered the creation of video interviews with some of the country's leading marketers.

Bob has been nominated several years in a row by the DFW Interactive Marketing Association to judge some of the country's most innovative marketing campaigns.

Bob shot and produced a short movie, "Save a Treasured Home", to help preserve a Dallas landmark designed and built by a disciple of the famed architect Frank Lloyd Wright. And shot and produced a short movie to raise funds for a medical center in Liberia, West Africa. And in 2014, he shot and produced a short movie for a new global cause, "Cure Glaucoma."

Bob Kaplitz studied journalism and marketing at the acclaimed Syracuse University's Newhouse School of Public Communications. He received a Masters degree which followed a degree in psychology with emphasis on learning and motivation.

One of his mentors early in his journalism career was Dan Rather whom he spent time with at the Nixon White House. Bob learned storytelling from the best in the business, Walter Cronkite.

He's also studied innovation at the Center for Creative Leadership and was certified as an Innovation Leader at Synectics, a global consulting business that helps businesses create breakthrough ideas.

He's written articles on news management for Electronic Media and media reviews for the Dallas Morning News.

He's conducted global webinars for a London-based firm specializing in international marketing solutions. At their Los Angeles conference for marketing executives, Bob was rated as one of their top speakers.

Bob has advised a remarkable range of people on building personal brands, which is important to everyone's success. They range from network correspondents to the Tony Award winning star of the Broadway hit Jersey Boys to a notorious girlfriend of President Clinton to Princess Diana's former chef at the Royal Palace.

He and his wife enjoy travel and the music of Phil Collins who played an unexpected role in their against all odds marriage and who collaborated on a music video marking their tenth anniversary.



**Contact Bob for your leadership training powered by video storytelling and social media at 214.766.4236.**