Rebecca Woiteshek is the Director of Corporate Marketing—Location Intelligence at Esri where she focuses on helping companies and organizations across all industries better understand how The Science of Where™ can help them drive growth and strengthen data-based decision-making across all lines of business.

Woiteshek began her career as a marketing and programs consultant in the non-profit sector where she specialized in utilizing demographic and market research to promote growth within lean operational budgets. She was recruited into the tech sector and began working within a variety of industries throughout Silicon Valley applying GIS to marketing and business development initiatives. Prior to joining Esri, Woiteshek worked on engagement marketing for Acrobat products at Adobe, deploying globally across North America, Latin America, Europe and Asia.

Woiteshek graduated from Carthage College with a BA in Geography, specializing in marketing and demographic analysis. While at Carthage, Woiteshek published her thesis research, "Dire Straits: Using GIS to Better Identify and Serve the Urban Poor," which addressed the problem of identifying communities in dire economic straits and profound transition within densely populated urban space. Woiteshek’s research was presented orally at The National Conference for Undergraduate Research and was one of 60 selected for Posters on the Hill presentation in the U.S. Capitol, based on a nationwide, multidisciplinary undergraduate research competition conducted by the Council on Undergraduate Research. Woiteshek’s thesis was also one of five selected by CUR for President Obama’s viewing.