Melanoma Research Foundation Names Elly Brtva as Chief Executive Officer

WASHINGTON, D.C. (October 2, 2017) – The Melanoma Research Foundation (MRF), the leading nonprofit organization dedicated to education, advocacy and research of melanoma, today announced Elly Brtva will assume the role of CEO, effective immediately. Brtva brings more than two decades of healthcare sector and higher education experience to the MRF, with a deep-seated calling to work with cause-driven communities to create lasting change.

“In the United States alone, more than 160,000 people are expected to be diagnosed with melanoma this year. The MRF works tirelessly to improve treatment outcomes, provide resources to patient and medical communities, and educate the public that melanoma is more than ‘just’ skin cancer,” said Steve Silverstein, chairman of the board of directors. “Elly’s clear commitment to support the melanoma community, utilizing a wealth of knowledge from her time in the healthcare sector, made her a natural fit to champion our cause.”

Brtva, who has earned both a master’s degree in Public Health (MPH) and a certification as a Fund-Raising Executive (CFRE), joins the MRF from the University of Maryland where she served as the Assistant Dean of the School of Public Health. In this role, Elly managed program development, such as the School of Public Health’s Fearless Ideas campaign, and alumni relations.

Prior to the University of Maryland, Brtva served in key leadership roles for the PAHO Foundation, the American Diabetes Association and the Alzheimer’s Association where she shaped volunteer retention programs and designed strategic initiatives to engage stakeholders and donors within these organizations.

“I’m honored and humbled to have the opportunity to lead the Melanoma Research Foundation,” Brtva said. “The MRF is an organization full of passionate, dedicated staff and supporters who match my desire to engage with the melanoma community and the researchers seeking to advance treatment. I look forward to working alongside the Foundation’s vast network to spread awareness of melanoma, provide support for people with melanoma and their families and achieve breakthrough treatments.”

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About Melanoma
Melanoma is one of the fastest growing cancers in the United States and can strike men, women and children of all ages, races and skin types. With a one in 50 lifetime risk of developing melanoma, nearly 87,000 Americans are expected to be diagnosed with Stage I-IV melanoma and another 74,000 will be diagnosed with melanoma in situ — totaling over 160,000 total diagnoses. Early detection is key to the treatment of melanoma — it is the most common form of cancer for young adults 25- to 29-years-old and the second most common cancer in adolescents and young adults 15- to 29-years-old.

The majority of melanomas occur on the skin; in fact, melanoma is the most serious type of skin cancer. Melanoma can also occur in the eye (ocular, or uveal melanoma), in mucous membranes (mucosal melanoma), or even beneath fingernails or toenails.

About the Melanoma Research Foundation
The Melanoma Research Foundation (MRF) is the largest independent organization devoted to melanoma. Committed to the support of medical research in finding effective treatments and eventually a cure for melanoma, the MRF also educates patients and physicians about prevention, diagnosis and the treatment of melanoma. The MRF is an active advocate for the melanoma community, helping to raise awareness of this disease and the need for a cure. The MRF’s website is the premier source for melanoma information seekers with nearly four million visitors annually. More information is available at www.melanoma.org. Find the MRF on Facebook and Twitter.