



**PREMIER TALENT.  
DELIVERED.**



Melanoma Research Foundation, Director of  
Communications, PR, and Digital Marketing

**SLONE**PARTNERS  
PEOPLE ARE OUR SCIENCE®

The Melanoma Research Foundation (MRF) is the largest independent organization devoted to melanoma. MRF was founded in 1996 by Diana Ashby, a melanoma patient. Diana created the MRF after three years of battling the deadly cancer, during which time she grew increasingly frustrated with the lack of effective medical treatments for melanoma. Our mission is to eradicate melanoma by accelerating medical RESEARCH, while EDUCATING to and ADVOCATING for the melanoma community.

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.

Approximately 90% of melanomas are considered to be preventable and when caught early, most cases are very treatable and highly survivable. Despite this, over 207,000 people will be diagnosed with cutaneous, ocular, pediatric or mucosal melanoma in the United States this year, and over 7,100 will be lost to the disease. The MRF is committed to increasing awareness of melanoma prevention and early detection while offering the most helpful resources for treatment, survivorship, and support.

### **Our Impact**

To date, the MRF has funded over \$20.1 million in research grants for 222 projects over the last 23 years. This investment has led to the development of clinical trials, research grant collaborations, patents, publications, and presentations. The MRF also serves as a leader in education for patients and caregivers. Providing educational offerings through in-person and virtual symposia, educational literature, webinars, animated melanoma patient videos, and LIVE social media sessions. The MRF is dedicated to working with lawmakers on federal, state, and local levels for increased melanoma research funding for all types of melanomas including, mucosal, ocular, and pediatric, improved access to quality care, Centers for Disease Control (CDC) skin cancer prevention activities, preserving indoor tanning tax, age restricted indoor tanning, access to sunscreen in schools and more.

### **Advocacy Over the last 25 Years**

Currently there are 1.3 million Americans living with melanoma. With the help of our advocates, The MRF has:

→ Included 22 patient advocates in the grant review process

- Submitted comments on the FDA’s proposed rule on sunscreen
- Held an ocular melanoma patient-led FDA listening session
- Secured over \$112 million in defense funded melanoma research
- Supported the passage of the deferment for active cancer treatment act
- Supported funding increased for the National Institute of Health and National Cancer Institute
- Hosted over 900 advocates at our Advocacy Summit and Hill Day
- Supported access to care and protection of individuals with pre-existing conditions
- Scheduled over 538 meetings with lawmakers since 2010
- Supported NC State bill for Huntersville Ocular Melanoma Cluster

## INFORMATION ABOUT THE POSITION

### Position Scope and Location

### Director of Communications, PR, and Digital Marketing

The Melanoma Research Foundation (MRF) seeks a mission-focused, experienced communications professional to lead its communications, digital marketing, and public relations efforts. The MRF mission is to eradicate melanoma, the deadliest form of skin cancer, by accelerating medical research while educating to and advocating for the melanoma community. The Director of Communications will position the MRF in the digital and media space to increase exposure for the Foundation while deploying strategies to educate and inform the public about melanoma. The position provides a unique opportunity to think creatively and activate tactics that reach more individuals impacted by melanoma for awareness and the need for a cure. MRF is celebrating 25 years supporting research this year.

Location:	Washington, D.C.
Number of Employees:	15
Reports to:	Chief Executive Officer
Key Relationships:	Kyleigh LiPira, CEO

### Major responsibilities

- Support the MRF’s strategic priorities by working with fellow Executive Team stakeholders to proactively identify the key issues related to melanoma and develop communications to fully utilize the brand’s voice.
- Develop the organization’s value proposition and tone to implement and leverage current and new

communication channels, including emerging digital media platforms.

- Create pre-prepared core messages in the brand's voice that can be quickly and consistently applied.
- Actively monitor the external environment for critical or emerging issues where the MRF will want to be visible and proactively define the organization's position, craft core communication messages, socialize the MRF response with key stakeholders and present a recommendation for CEO approval.
- Create an internal communications strategy that will advance MRF's mission and vision, complete with robust implementation considerations such as: decision-making criteria, roles and responsibilities, channel strategy, key supporting elements, participants in the process, and potential partner organizations.
- Co-create a fully integrated annual communications plan between the organization's key functional teams (Development, Programmatic, Education, Advocacy, Research & Science), and external stakeholders as applicable.
- Publish and maintain the annual communications calendar, with clear roles and responsibilities, including archiving any unexpected events for future consideration.
- Develop annual campaigns to help create awareness around melanoma as well as fundraising, utilizing media outlets and leveraging external relationships to make a deeper impact. Issue press releases where appropriate.
- Improve social media impact through up front strategic set-up, monitoring and measurement, and recommendations to evolve delivery to improve outcomes or impressions.
- Manage multiple vendor relationships to support the MRF's digital and graphic design needs.
- Manage a communications team, creating a feedback loop on both short- and long-term communication strategies and career development.

## Position requirements and experience

- Bachelor's degree required; advanced degree preferred
- 10+ years of Communications, marketing, or PR experience
- Agencies relationship management experience
- High-energy team player
- Able to delegate effectively to a team and manage expectations and deliverables
- Excellent communicator, writer, and editor
- Experience in non-profits
- Strategic thinker who can spot opportunities and develop strategies
- Organized and analytical
- Ability to work well within a team

- Polished and professional and able to communicate with a wide range of constituents
- Vast social media experience
- In-Design and Luminare software experience
- Position is based in Washington, D.C. office

## ADA physical demands

- The physical demands represent those that must be met by an employee to successfully perform the essential duties and responsibilities of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.
- The position requires being seated for several hours a day.
- The employee must frequently speak and hear as well as utilize the telephone, computer keyboard and monitor, pen, and paper.
- The employee is required to walk and/or travel by car, train, or plane.



## PAM GARTNER

### EXECUTIVE SEARCH CONSULTANT

Pam is an experienced and passionate life sciences recruitment specialist. Before joining Slone Partners, Pam spent several years at ThinkingAhead Executive Search, where she was responsible for overseeing the recruiting and vetting process for prospective candidates to fill leadership positions within numerous pharmaceutical, biotechnology, and medical device companies. Pam is a believer not only in recruiting for current needs, but also in investing time to build relationships with candidates in the 'passive market' who are not actively looking to making a change.

Earlier in her career, Pam worked in a variety of positions in the health care and medical device industries, including as a territory manager for Bird and Cronin Medical, field service manager and sales associate for MioMed Orthopaedics, and an adaptive fitness specialist with the Rehabilitation Institute of Chicago.

Pam began her career as a sales counselor and assistant sales manager at LA Fitness, where she later worked as a personal trainer. She also coached two youth volleyball teams in Aurora, Illinois, for one of the most elite volleyball clubs in the nation.

A Division I athlete in college, Pam earned her B.S. in Health and Fitness at East Carolina University, where she was a four-year letter winner in volleyball, served as co-captain, and was named to the Conference USA First Team All-Conference. In her spare time, Pam enjoys spending time with her husband and two children, training for marathons, and time outdoors.

### Contact

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## ADAM SLONE

FOUNDER

In 2000, Adam founded Slone Partners, one of the first executive recruitment firms specializing in the diagnostic and precision medicine industries. He acted as the Chief Executive Officer of the company from 2000 to 2016 and remains Chairman today. His industry knowledge and extensive contacts have enabled Slone Partners to successfully place thousands of executives and industry professionals.

Prior to Slone Partners, Adam served as the Vice President of Molecular and Genetics Sales for American Medical Laboratories. He holds a Bachelor of Science degree in Finance from Old Dominion University.

Adam remains engaged with Slone Partners, with a specific focus in strategy, finance, M&A advisement and business development in Boston and California. While continuing to support Slone Partners' mission, Adam dedicates a portion of his time to the tennis foundation he founded, Life Serve Youth Foundation, a sleep away tennis camp for financially disadvantaged kids from Boston and New York. Adam also serves as Founder and Chairman of executive search firm Wolf Hill Group focused on identifying and placing cybersecurity professionals.

### Contact

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## LESLIE LOVELESS

CEO

Leslie brings nearly 20 years of healthcare industry and executive search experience to Slone Partners. She joined the firm in 2007, became Chief Operating Officer in 2014 and CEO in 2016.

At Slone Partners, Leslie acts as the leader of the organization as well as the head of the Executive Search team. Her involvement with clients and candidates enables her to understand the key motivations of each. As Chief Executive Officer, Leslie's focus extends to cultivating new business partnerships and expanding relationships with existing clients. Through Leslie's leadership, life sciences and biotechnology have emerged as the primary client base for Slone Partners.

Dedicated and results-driven, Leslie assists Slone Partners' clients in establishing clear objectives and developing customized hiring strategies to meet their unique recruitment needs. Leslie's thorough knowledge and understanding of life sciences and business give her the ability to deliver exceptional counsel to clients and keep Slone Partners on the leading-edge of the industry.

Prior to becoming CEO and Head of Recruitment at Slone Partners, Leslie had a successful career in healthcare sales. She used her background in education as National Sales Trainer with Quest Diagnostics and later Director of Training and Development for AmeriPath.

Early in her career, Leslie spent more than five years as an educator where she honed effective communication skills and a passion for helping others realize their full potential. Leslie graduated cum laude with a Bachelor of Arts in English from Indiana State University and with honors, earning a Master of Arts in English from Butler University.

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## TARA KOCHIS-STACH

PRESIDENT

Tara joined Slone Partners in 2004, bringing to the company over a decade of healthcare experience. Her successful sales career with industry leaders such as VERSYSS, American Medical Laboratories, and Quest Diagnostics covered a wide variety of healthcare segments, including information technology, medical records, and the diagnostic and laboratory testing industry.

Prior to healthcare, Tara recruited executive and management talent in the banking and finance sector. Tara's executive abilities and business acumen have been instrumental in building Slone Partners into the successful and growing company it is today. Tara drives business development strategies, creating strong partnerships with new clients and strengthening relationships with existing clients. She is a tremendous resource for clients and prospects alike.

Through her partnership with Springboard Enterprises, she is an advisor to Blumio, a startup company focused on building sensors and systems to improve health and wellness, as well as a frequent panelist and speaker at industry conferences and a participant in select industry committees; activities that provide continuing opportunities to expand Slone Partners' knowledge and expertise in the industries we serve.

Tara graduated cum laude from Boston College, receiving a Bachelor of Science with a concentration in Human Resources Management.

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