

ORGANIZATION: Breastcancer.org
POSITION: Chief Executive Officer
REPORTS TO: Board of Directors
LOCATION: Remote; in/near Philadelphia or New York City preferred
INFORMATION: [Breastcancer.org](https://www.breastcancer.org)
TO APPLY: Please send cover letter and resume as one PDF to BCOCEO@pbrsearch.com with title format “Last Name First Name – Letter Resume” and complete the Voluntary Self Identification [form](#). This will assist us in improving our hiring practices and ensuring equal opportunities. Participation is voluntary and will not affect your candidacy in any way.

BACKGROUND

Breastcancer.org is a leading nonprofit breast cancer organization committed to helping people make sense of the complex medical and personal information about breast health and breast cancer, so they can make the best decisions for their lives. Founded in 2000 by chief medical officer Marisa Weiss to provide free education resources and community support services, Breastcancer.org is a trusted digital lifeline that educates, empowers, and connects people around the world. In 2025 alone, it reached 48 million people through multiple channels (including the website, social media, podcast, events, videos, and editorial content), including English- and Spanish-language sites.

POSITION

Breastcancer.org seeks a visionary, entrepreneurial chief executive officer at a pivotal period of transformation and growth. As a trusted leader in breast cancer education, support, and patient engagement, Breastcancer.org is poised to redefine how it serves millions of individuals navigating a breast cancer diagnosis in an era of rapid technological change and evolving healthcare delivery. Working closely with the founder / chief medical officer, board, staff, and external partners, the CEO will set and execute a bold strategic vision that builds on an existing foundation of success; strengthens the organization’s impact; expands and diversifies revenue streams; and identifies innovative opportunities to serve patients through information, services, partnerships, and community engagement. The ideal candidate will be a mission-focused, dynamic and forward-thinking executive with a strong business and operational orientation; experience leading through growth and change; fluency in digital platforms; and the ability to inspire teams, cultivate strategic partnerships, and build a sustainable future for one of the most respected brands in breast cancer education and support.

RESPONSIBILITIES

Strategic Leadership

- Partner with staff, board members, and partners to shape the future of Breastcancer.org and develop and execute a compelling long-term vision and strategic plan.
- Lead the organization through a period of significant change in the digital information and healthcare landscape, identifying innovative ways to serve individuals navigating a breast cancer diagnosis.
- Lead the senior team responsible for visioning new programs, partnerships, products, revenue opportunities and service offerings that deepen engagement, expand impact, and perpetuate a sustainable and enduring organization.

- Ensure Breastcancer.org remains a trusted, patient-centered resource while adapting to emerging technologies, evolving consumer behaviors, and a changing healthcare delivery landscape.
- Continue to foster a culture of innovation, accountability, collaboration, and continuous learning across the organization.

Revenue Leadership

- In partnership with the vice president of finance, build a financially sustainable business model that achieves the mission.
- Working with the fundraising team, develop and execute strategies to diversify and grow revenue through philanthropy, corporate partnerships, sponsorships, strategic alliances, and mission-aligned earned-income opportunities.
- Cultivate and steward relationships with major donors, foundations, corporate partners, healthcare organizations, and other key stakeholders.
- Ensure sound financial management, budgeting, forecasting, and resource allocation to support both short-term performance and long-term sustainability.
- Serve as the primary external ambassador for Breastcancer.org, increasing the organization's visibility, influence, and reach among donors, partners, healthcare leaders, industry stakeholders, and the broader public.
- Represent Breastcancer.org at conferences, convenings, media opportunities, and industry events, strengthening the organization's position as a trusted leader in patient education and support.
- Identify and pursue strategic partnerships that expand Breastcancer.org's impact and create new avenues for growth and engagement.

Team Leadership

- Provide inspiring leadership that motivates a high-performing and geographically dispersed team, fosters collaboration and communication across departments, and ensures that the organization has strong leaders in key positions. Ensure that staff see how their specific roles contribute to the overall mission of the organization.
- Nurture an organizational culture built around impact, transparency, effective communication, cross-functional collaboration, and timely decision-making.
- Champion a workplace culture that reflects Breastcancer.org's values of empathy, inclusion, trust, and service.
- Collaborate with senior team members to ensure that Breastcancer.org's operations and finances are aligned with best practices and the strategic plan.
- Oversee efforts to strengthen operational effectiveness, improve organizational performance, and ensure appropriate systems, processes, and infrastructure are in place to support growth.

Board Relations

- Work closely with an engaged and active board to determine and implement the strategic direction for Breastcancer.org.
- Leverage the expertise, networks, and resources of board members to advance Breastcancer.org's mission and strategic objectives.
- Partner with the current board to attract, engage, and retain board members who can help the organization realize its mission and vision.

QUALIFICATIONS

Experience – Required

- Demonstrated success leading an organization, platform, or complex cross-functional team through growth, transformation, and/or market disruption
- Experience in or exposure to nonprofit leadership (e.g. board service)
- Strategic and entrepreneurial mindset; a track record of identifying opportunities, developing innovative solutions, and translating vision into measurable results
- Experience building, diversifying, and sustaining revenue streams, including philanthropy, partnerships, sponsorships, earned-income ventures, subscription models, or other mission-aligned business strategies
- Strong business acumen, including experience with P&L analysis/ownership, financial planning, budgeting, performance metrics, and organizational resource allocation
- Expertise with digital platforms
- Demonstrated ability to lead and inspire high-performing teams, foster a positive organizational culture, and manage through periods of change
- Experience serving as a visible and credible external representative for an organization, brand, or mission

Experience – Preferred

- Knowledge of healthcare, patient advocacy, digital health, health information, consumer health, or related sectors
- Experience with a founder transition a plus

Personal Attributes

- Commitment to Breastcancer.org's mission of providing trusted information, support, and community to people affected by breast cancer
- Emotional intelligence, empathy, and a commitment to understanding and addressing the needs of individuals navigating complex health journeys
- Strong written and verbal communication skills, including the ability to communicate science, medicine, and impact in a compelling way to a wide variety of audiences

COMPENSATION

- Anticipated salary is \$275K – \$325K, commensurate with qualifications and experience
- Comprehensive benefits package, including medical insurance, life insurance, paid time off, parental leave, and professional development assistance

Frequently cited statistics show that women and people from underrepresented groups apply to jobs only if they think they meet 100% of the criteria. If you meet many but not all the criteria and feel you may be a good fit for the role, Breastcancer.org encourages you to apply.

Breastcancer.org is an Equal Opportunity Employer and does not discriminate on the basis of age, color, national origin, ethnic origin, citizenship status, disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, marital status, veteran status, or any other characteristic protected by federal, state, or local law in its employment policies. Breastcancer.org will provide reasonable accommodations for qualified individuals with disabilities.