



# SHARSHERET®

## **Sharsheret Names New President And Vice President To Board Of Directors**

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**Teaneck, New Jersey** (December 1, 2020) - Sharsheret, the only national not-for-profit organization dedicated to addressing the needs of women and families, of all Jewish backgrounds, facing breast cancer and ovarian cancer, is proud to name Stacy Smollin Schwartz as the new incoming President and Jordanna Nadritch as the new incoming Vice President of the Board of Directors in 2021. Jonathan Blinken completes his term as President and will stay on as Immediate Past President in the year ahead.

Stacy Smollin Schwartz has been a volunteer consultant to Sharsheret since 2013, and has been a supporter ever since. Stacy joined the Board of Directors in 2016 and assumed the Vice President role in 2018. Stacy is an award-winning marketing professor at Rutgers Business School, where she leads a new, fully online Master of Science degree program in Digital Marketing. Prior to joining Rutgers, Stacy was a Learning & Development advisor to the Interactive Advertising Bureau (IAB), where she

**The Jewish Breast & Ovarian Cancer Community**

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launched the first ANSI-accredited professional certification programs in the digital media industry. She has held senior leadership roles at Virgin Mobile USA, Hospital for Special Surgery, and internet advertising pioneer DoubleClick, which she joined as its eleventh employee in 1996. She is a Webby Award judge with the International Academy of Digital Arts and Sciences. She earned an MBA from Harvard Business School and a BA with Highest Distinction and Honors in Advertising from Penn State University. Stacy and her husband, Jeff reside in Bridgewater, New Jersey with their three children and dog.

"Through successes and challenges alike, I am continuously floored by Sharsheret's relentless commitment to enrich, empower, and save women's lives," said Stacy. "It is my sincere honor to work more closely with, and continue to learn from, its outstanding leadership team and Board in my new capacity as Board President."

Jordanna Nadritch joined the Sharsheret Board of Directors in April, 2019. Jordanna is a Senior Legal Editor for the Bankruptcy & Restructuring service of Practical Law at Thomson Reuters. She received her JD from Fordham Law School and practiced corporate bankruptcy and restructuring law at prestigious New York City law firms for twelve years, prior to assuming her current position. Jordanna lost her mother to breast cancer in 2008 and became involved with Sharsheret in 2013 when she began to identify as a cancer previvor, and is an active Sharsheret volunteer. She has served as

a co-chair for Sharsheret's annual New Jersey Benefit, participated in the New York City half marathon in 2016 with Team Sharsheret, and has been featured in Sharsheret videos highlighting her family's connection to breast cancer, her role as a caregiver, and how Sharsheret improves lives for women and families affected by breast cancer.

Jordanna also served on the Board of East Hill Synagogue for seven years. Jordanna and her husband, Marc, reside in Englewood, New Jersey and have three children.

"We are thrilled to expand the roles of these incredible women on our national Board," said Chief Executive Officer Elana Silber. "They bring a wealth of expertise, experience, and passion, that will guide and enhance our efforts to improve quality of life for women and families facing breast and ovarian cancer and to provide life-saving education and outreach to the broader community."

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## **ABOUT SHARSHERET**

Sharsheret, Hebrew for chain, a national cancer organization with five offices (California, Florida, Illinois, New Jersey and New York), serves 150,000 women, families, health care professionals, community leaders, and students, in all 50 states. Sharsheret improves the lives of Jewish women and families living with or at increased genetic risk for breast or ovarian cancer through personalized support and saves lives through educational outreach.

While our expertise is in young women and Jewish families as related to breast cancer and ovarian cancer, Sharsheret programs serve all women and men.

As a premier organization for psychosocial support, Sharsheret is a member of the Federal Advisory Committee on Breast Cancer in Young Women, works closely with the

Centers for Disease Control and Prevention (CDC), and participates in psychosocial research studies and evaluations with major cancer centers, including Georgetown University Lombardi Comprehensive Cancer Center. Sharsheret is accredited by the Better Business Bureau and has earned a 4-star rating from Charity Navigator for seven consecutive years.

## **What We Do**

One-on-One Support for women and their families touched by breast cancer and ovarian cancer (all free, confidential, and convenient) featuring

- Online 24/7 Live Chat
- Mental Health Professionals
- Genetic Counselor
- Peer Support
- Customized Beauty Kits
- Busy Boxes for Children
- Specialized Programming for Women Living with Metastatic Cancer
- Financial subsidies for non-medical services
- Education and Outreach for women, families, and community and medical professionals • Healthcare Webinars
- College Campus Programming
- Community Educational Seminars
- Cultural Competency Trainings
- Comprehensive Resource Booklet Series
- Community Action for women and men of all ages
- B'nai Mitzvah Projects
- Team Sharsheret Races and Walks
- Young Professionals Circle
- Teal and Pink Shabbat
- Local Volunteer Opportunities

For more information and to get involved today, visit us online at [www.sharsheret.org](http://www.sharsheret.org) or call us at 866-474-2774.