

**Cindy Geoghegan**  
Patient and Partners LLC



Ms. Cindy Geoghegan has been Chief Executive Officer of Y-ME National Breast Cancer Organization since February 2011. Ms. Geoghegan served as an Interim Chief Executive Officer of Y-ME from July 2010 to February 2011. She is a 15-year breast cancer survivor. Prior to joining Y-ME, she worked as a private consultant in developing oncology-related marketing and organizational strategies. She also spent fourteen years with Susan G. Komen for the Cure(R), beginning as a volunteer shortly after her diagnosis and ultimately moving into a senior role as executive advisor of scientific community relations, a position she held until 2008. She is widely recognized throughout the cancer community as one of the most effective and articulate advocates for better patient information and increased research funding for breast cancer. She began as a volunteer in Baltimore, helping to found the Maryland Affiliate of Susan G. Komen for the Cure®. Later she relocated to New York City where she was elected president of Komen's Greater New York City Affiliate, and ultimately became a member of that organization's global senior leadership team, serving as executive advisor of scientific community relations. Geoghegan left Komen in 2008 to start her own consulting and advocacy firm, Patients & Partners LLC. In that capacity, she worked with a number of major clients, including Yale Cancer Center, Sage Bionetworks and the Triple Negative Breast Cancer Foundation on projects with a special emphasis on patient-focused outcomes. Geoghegan is recognized nationally as one of the most passionate, articulate and effective patient advocates in the areas of breast cancer awareness and patient rights. She has served on advocacy initiatives for the National Cancer Institute, American Association for Cancer Research (AACR), American Society of Clinical Oncology (ASCO), Stand Up To Cancer, and the Johns Hopkins Kimmel Cancer Center, among others. She has also received recognition for her contributions to the field of breast cancer awareness from the AACR, Yoplait, BMW, Kellogg's and U.S. Health Care Finance Administration, as well as receiving the Komen Lifetime Volunteer Award and Affiliate of the Year Award on behalf on Komen's Greater NYC Affiliate.

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