

MBCA CHAIR/VICE CHAIR APPLICATION : Entry # 420**Chair/Vice Chair Application Form****Your Name**

Caroline Johnson

Organization Name

Twisted Pink

Organization Title

Founder, CEO

Email Addresscvanjohnson73@twistedpink.org**Preferred Phone**

(502) 727-1136

Please summarize your relevant professional and personal experiences that demonstrate proficiency in the required skills and qualifications listed above.

My passion lies with patient advocacy and funding research to advance outcomes for people living with metastatic breast cancer. I am a stage 3 ER+ breast cancer survivor, diagnosed in 2013 at the age of 39. I possess the skills to collaborate, communicate and lead different groups of people, organizations and industries, resulting in desired outcomes while respecting each entities unique space.

Please provide a short statement of intent that describes your previous work with the MBC Alliance and why you would like to serve as Chair/Vice Chair.

I have been involved with the MBC Alliance since 2016, serving on the Research and Information Task Forces as well as a Member-At-Large on the Executive Committee. I have seen the growth in the Alliance and am excited to help execute the strategic plan that will focus on action and positive results for people living with metastatic breast cancer.

Please upload your CV or other supporting materials below.

- [CV_CarolineJohnson.pdf](#)



Caroline Johnson

Founder, CEO, Twisted Pink

SUMMARY

Dynamic and motivated professional with a proven record of generating and building relationships, managing projects from concept to completion, designing educational strategies, and coaching individuals to success. Skilled in working with a variety of personalities, demonstrating exceptional communication skills, and making critical decisions during challenges. Adaptable and transformational leader with an ability to work independently and within a team environment, creating effective presentations, and developing opportunities that further establish organizational goals. Transformed a stage III ER+ breast cancer diagnosis into a national non-profit organization, Twisted Pink. The mission of Twisted Pink is to provide hope and connection to people living with metastatic breast cancer by funding bold breakthroughs in research and awareness of the disease. Excellent networking and patient advocacy skills have led to supporting 1.8 million dollars towards basic and translational metastatic breast cancer research as well as providing hope to over eight thousand people across the U.S. impacted by breast cancer through our Box of Hope program in collaboration with the United Breast Cancer Foundation. Passion lies in advocacy work that produces results in patient experiences and outcomes.

EXPERIENCE

2014-Present

Twisted Pink | 8016 Vinecrest Avenue #2, Louisville, KY 40222

FOUNDER, CEO

- Guides and directs a team to achieve revenue goals. Ensures that responsibilities, authorities, and accountability of team members are well defined, and staff have the skill sets and development opportunities to excel.
- Accountable for development and execution of the annual budget which optimizes revenue activities, as well as drives new revenue with entrepreneurial spirit. This includes full integration of an area team focused on relationship building around corporate relations, events, and philanthropy. Drives community relevance through customer-centric and innovative revenue strategies. Develops contingency plans as needed to reach targets.
- Leads a volunteer board comprised of highly engaged, community influencers accountable for driving organizational priorities and goals; recruits, manages relationships and retains highly effective volunteer leaders who can significantly contribute to the success of the organization.
- Builds and maintains relationships with corporate leaders and individual donors/prospects; Leverages relationships to personally drive partnerships and gifts.
- Ensures engagement and mobilization of diverse constituents, staff, and volunteers who are representative of the mission. Drives a culture of diversity and inclusion.
- Maximizes the assets of the organization to further the mission of Twisted Pink through collaboration with other organization teams and mission integration in all revenue plans and activities.
- Responsible for budget management and ensuring ROI targets are achieved.
- Models and fosters behavior that establishes a culture that values the staff/volunteer partnership, and is consistent with the cultural beliefs, values, goals, and objectives of the organization.
- Maintains productive and collaborative relationships with other organizations and industry partners; participates on regional and national projects and committees as appropriate.

LEADERSHIP/AWARDS

Project LEAD Graduate, National Breast Cancer Coalition	July 2015
Young Survivor Coalition State Leader	2015-2017
MBCAlliance, Research Task Force	2016-2021
MBCAlliance, Information Task Force	2021-Present
MBCAlliance Executive Committee, Member-At-Large	2020-Present
DOD Consumer Reviewer, Breast Cancer Research Program	2019-Present
Leadership Louisville Graduate	2021
Parent Ambassador Beacon Award, Visually Impaired Preschool Services	2009
Cure Champion, American Cancer Society Kentucky Chapter	2017
Nominated for Humanitarian of the Year, NAWBO Kentucky	2018
Kentucky Colonel Award	2022

CONTACT



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+502-727-1136



Web

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www.twistedpink.org

EDUCATION

1996

BA, PSYCHOLOGY

University of Louisville

SKILLS

Strategic Planning

Development

Public/Motivational Speaking

Event Planning

Public Relations

Collaborative Partnerships