

**MBCA CHAIR/VICE CHAIR APPLICATION : Entry # 423****Chair/Vice Chair Application Form****Your Name**

Janine Guglielmino

**Organization Name**

Living Beyond Breast Cancer

**Organization Title**

Vice President, Mission Delivery

**Email Address**[janine@lbbc.org](mailto:janine@lbbc.org)**Preferred Phone**

(215) 431-9332

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

I work to develop authentic relationships with advocates, organizations, and industry, which fuels my ability to develop helpful content for LBBC's extensive metastatic programming. In my role at LBBC, I regularly establish new relationships, communicate challenging information, and offer financial and operational expertise. It's important to me to be sensitive to the varied needs of stakeholders.

**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.**

As a member of MBCA since its founding, I have previously served on the executive group and as co-chair of the Information Task Force. I prioritize serving the metastatic community because I believe I have a responsibility to all those who have been silenced by this disease. My hope is to encourage creative collaboration that will improve the lives of people with MBC, now and into the future.

**Please upload your CV or other supporting materials below.**

- [2022GuglielminoResume.pdf](#)

**Janine E. Guglielmino, MA**  
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## **Executive Summary**

I am a strategic, innovative leader with exemplary oral and written communications skills and a passion for delivering compelling, actionable content. My expertise includes content strategy, program planning, curriculum development, strategic planning, budgeting, public speaking, fundraising, and media relations. Adept at leading and inspiring staff, I support complex teams in mission-driven settings.

## **Select Professional Accomplishments**

- Oversaw the transformation of an 8,500-page website into a 2,500-page visually and content-rich website with more than 100 optimized pages, standard calls to action, and improved focus on brand messaging and thought leadership.
- Spearheaded the launch of innovative programs, particularly during the pandemic, that utilized Web-based platforms to reach hundreds of thousands of users and drive \$1 million in income.
- Conceptualized and led a 3,500-person study to better describe an underserved group's needs, inspiring a line of programs including a conference, online content, printed content, webinars and interactive panel discussions. These programs drive up to \$150,000 in annual fundraising.
- Developed an educational brochure that launched three product lines, is distributed to more than 50,000 patients annually via healthcare providers, and has raised more than \$100,000.
- Created an evaluation to measure impact of programs on users' communication skills, feelings of self-efficacy, and perceived access to practical and emotional support, which is delivered yearly to 1,200 individuals and fuels program content and fundraising activities.

## **Professional Experience**

**Vice President, Mission Delivery (2020-Present)**

**Senior Director, Programs and Partnerships (2013-2019)**

**Living Beyond Breast Cancer, Bala Cynwyd, Pennsylvania**

Responsible for budgeting, developing content, and monitoring the success of the programs and services of a national nonprofit organization serving more than 650,000 people, up from 80,000 a decade ago. Manage two direct and 11 indirect reports, who implement activities that represent \$1.2 million in expenditures. Ensure sensitive and high-quality programs through evaluation. Among my roles:

- Publicly represent the organization as a program moderator, host, and trainer, reinforcing the organization's voice as warm, inclusive, and patient-focused, in physical and online settings.
- Build strong, intimate, and thoughtful relationships with news media, social influencers, advocates, healthcare professionals, industry funders, and other key stakeholders, resulting in national recognition for the organization and funding for programs and services.
- Craft fundraising asks for core programs and services, identifying alignment between organizational and donor goals, resulting in funding for online and printed content.
- Travel regularly to represent the organization at national and international conferences, and serve as an expert on ad boards, roundtables, and other lay and professional programs.
- Ideate, develop, and collaborate with partners and vendors on original research, translating the findings into program planning, poster presentations, and visual media.

**Director of Information and Strategic Initiatives (2010-2012), Communications Director (2003-2009) and Communications and Public Relations Coordinator (2001-2002), Living Beyond Breast Cancer**

Established the organization's communications and marketing function, growing the staff from myself to four people before spinning its functions off into a separate department. I grew the function budget from \$50,000 to \$600,000 annually and developed the organizational look, feel, voice, and tone, including implementing a style guide and working with consultants to develop and roll out a new logo, graphic standards, and library of still images. Among my achievements:

- With a member of the board of directors and a consultant, led a strategic planning process, developing target segments and analytics to measure outcomes. Devised an internal communications plan to build trust in the process and investment among staff and board.
- Led or participated in three website redesigns, each increasing the number of site pages by several thousand to today's 9,500 pages.
- Authored hundreds of pieces of medical and psychosocial content, including feature-length stories, news articles, blogs, profiles, news releases, and organizational promotional materials.
- Oversaw a board marketing committee, which implemented a citywide billboard and ad campaign, hired and managed a media relations firm, and developed marketing materials.

**Associate Senior Editor, The Chronicle of Philanthropy (2001)  
Washington, DC**

Managed the editorial activities of more than 25 reporters, including two direct reports, on a bimonthly newspaper. My responsibilities included developing printed and online content for book reviews, annual reports, and news briefs of interest to funders, policymakers, and nonprofit leaders.

**Associate Editor and Assistant Editor, American Forests (1996-2000)  
Washington, DC**

Rose from a nominally paid intern to associate editor within two years, providing regular writing, copyediting, proofreading, photo selection, and administrative support. Edited and managed freelance writers, and monitored expenses. Wrote and designed booklets, brochures, fact sheets, and ads.

**Education**

Master of Arts, Journalism and Public Affairs, 2000  
American University, Washington, DC

Bachelor of Arts, History (with honors), 1993  
Haverford College, Haverford, Pennsylvania

**Skills**

Word, Excel, Powerpoint, Teams, WordPress, Drupal, Basecamp, Survey Monkey, Facebook, Twitter. Basic knowledge of Raiser's Edge, photography, graphic design, other social channels.

**Memberships**

Metastatic Breast Cancer Alliance, Organizational Member representative, 2013-Present

- Member, Executive Committee, 2019-Present
- Co-Chair, Information Task Force, 2019; member, Information Task Force, 2017-2020

American Society of Clinical Oncology, Advocate Member, 2017-Present

~ References available upon request~