



Lisa Paulsen
Co-Founder, Stand Up To Cancer



Lisa Paulsen was the longtime president and CEO of the Entertainment Industry Foundation before stepping down from that role in 2017 to focus on Stand Up To Cancer talent relations and fundraising and to serve as an executive producer of special events. She also remains involved in EIF's work in the education arena.

During Paulsen's tenure as CEO, EIF grew into a prominent leader in the philanthropic community, raising over \$1 billion to address important social, educational, and health causes including cancer research, awareness, prevention, and treatment programs. EIF grants accelerated scientific breakthroughs such as the breast cancer therapy Herceptin®, which was approved by the FDA far in advance of the time frame initially anticipated.

Paulsen spearheaded the launch of other EIF programs, such as iParticipate, created to inspire more Americans to volunteer in their communities, and Hunger Is, a collaboration with the Albertsons Companies Foundation that raises awareness and funds to end childhood hunger in the United States. She has served as an executive producer of "roadblock" televised fundraising specials for Stand Up To Cancer and EIF's education initiatives. Paulsen lost both her parents to cancer. In their honor, she led the creation of the Coleman Cancer Center in their hometown of Terre Haute, Indiana.