



Ellen Ziffren
Co-Founder, Stand Up To Cancer



The former vice president of corporate communications for International Creative Management, **Ellen Ziffren** also co-founded Rob Reiner's I Am Your Child Foundation in 1997 and helped build it from the ground up.

Ziffren spent several years working as a marketing consultant for the Skoll Foundation, which invests in, connects, and celebrates social entrepreneurs around the world.

She has also consulted for the Bill and Melinda Gates Foundation and the Paley Center for Media and worked with the Global Philanthropy Group to help design and implement a philanthropic strategy for the late Los Angeles Lakers star Kobe Bryant. Ziffren's mother is a lymphoma survivor.