



Executive Vice President, Marketing and Communications
Cure Alzheimer's Fund
Wellesley Hills, Massachusetts

THE SEARCH

Cure Alzheimer's Fund (CureAlz), a nonprofit organization dedicated to funding research with the highest probability of preventing, slowing, or reversing Alzheimer's disease, seeks a strategic, purpose-driven leader to serve as its next Executive Vice President, Marketing and Communications.

The vision for CureAlz was set by its founders. Frustrated with the slow pace of research about the disease, they applied their experience in venture capital and corporate startups to build an organization specifically designed to accelerate research, make bold bets, and eradicate the disease. Exceptional and passionate researchers turn to CureAlz to support their unconventional ideas that lead to new and remarkable contributions to understanding Alzheimer's. The organization's unwavering focus on finding a cure is made possible by its board of directors, trustees, and other key donors who fund overhead expenses so that 100 percent of all general donations are dedicated towards research, the only path to a cure.

The Executive Vice President, Marketing and Communications (EVP), will report to CEO Meg Smith and serve as a member of the Management Committee. The EVP will develop and lead a comprehensive marketing and communications program that strengthens brand awareness and delivers a contemporary, integrated approach to engaging key stakeholder audiences. Working in close partnership with the Development, Research, and Business Service teams, the EVP will modernize the organization's website and digital assets, leverage and expand an extensive video library, and translate research results and breakthroughs into clear, compelling communications. Across all channels, messaging should convey compassion and empathy for those impacted by Alzheimer's disease alongside CureAlz's determination to advance and accelerate a cure.

The successful candidate will be innately curious and committed to ongoing self-education about the wide array of research sponsored by CureAlz. This individual will have at least 10 years of experience conceiving and implementing multi-faceted, integrated marketing, branding, and communications efforts that position and elevate the perception of an entire institution, ideally in a non-profit or other mission-driven organization. The EVP will have a comprehensive understanding of all aspects of communications and how best to deploy media and channels to reach a wide variety of audiences and will be a seasoned manager who is able to elevate an existing team and recruit complementary staff. The EVP will be a data-driven,

results-oriented professional, have a collegial and accessible leadership style, and possess superb written and oral communication skills. A bachelor's degree is required.

Cure Alzheimer's Fund has retained Isaacson Miller, a national executive search firm, to assist in this recruitment. Confidential inquiries, nominations, and applications should be directed to the search firm as indicated at the end of this document.

CURE ALZHEIMER'S FUND

CureAlz was founded by three families – the McCances, the Morbys, and the Rappaports – with the express purpose of funding research to accelerate the prevention, treatment, and cure for Alzheimer's. The fundamental principle of CureAlz's approach is to provide funding where other entities will not and prioritize returns measured in scientific progress, not potential profits.

CureAlz supports a diverse, international portfolio spanning early discovery through translational and pre-clinical-stage science, with the singular goal of accelerating effective treatments and prevention strategies for Alzheimer's disease. Since its founding in 2004, CureAlz has provided more than \$260 million in funding to over [1,000 grants](#). CureAlz funds innovative academic investigators, biotech, and pharmaceutical collaborators developing promising therapeutics. In addition to individual grants, the organization builds and supports collaborative research consortia that unite multidisciplinary teams around shared scientific challenges, enabling rapid data exchange, cross-validation, and accelerated progress.

CureAlz achieves its goals by funding high-risk, high-reward research with the potential to accelerate a cure or disease-modifying treatment, and by creating a culture of collaboration and data sharing. The organization identifies investigators who will contribute to the field's knowledge base with bold hypotheses and well-crafted experimental plans. CureAlz remains actively engaged with its investigators, supporting research continuously throughout the year and fostering connections across its global network. Scientific direction and portfolio oversight are guided by world-class scientific leadership, including expert advisory councils and peer reviewers who ensure that CureAlz's investments reflect both scientific excellence and strategic impact. Through this model, CureAlz serves not only as a funder, but as a catalyst, shaping the Alzheimer's research ecosystem and accelerating the path toward meaningful therapies.

Organizational and Financial Details

CureAlz employs approximately 35 staff across the country. In addition to the EVP, the CEO also oversees the Chief Financial Officer, EVP for Research, and EVP of Development. CureAlz is governed by an eleven-member board of directors that meets four to five times a year.

In 2024, CureAlz's revenue totaled \$32 million. Approximately 45 percent of contributions came from individual donors, 24 percent from trusts and estates, 19 percent from the founders, board of directors, trustees, and a core group of other donors, 11 percent from foundations, and 1 percent from corporations. About 91 percent of funds were allocated to research and programs, 6 percent to

fundraising, and 3 percent to management and general. In July 2025, CureAlz received a \$50 million commitment, the largest in its history, which over a five-year period will support early- and mid-career scientists, precision medicine research, and emergency relief funds for those researchers impacted by shifts in federal funding. All three areas of focus address and counter the steep decline in research support from the National Institutes of Health and other federal agencies.

EXECUTIVE VICE PRESIDENT, MARKETING AND COMMUNICATIONS

The Executive Vice President, Marketing and Communications (EVP) is a strategic leader who has significant experience managing an entire marketing and communications program, including social media, website communications, and metrics; content production for multiple channels, purposes, and audiences; education and advocacy; and solicitation and organization materials. They will be enthusiastic about marrying CureAlz values with all branding and messages, sharing the groundbreaking science we enable with the public, and deepening our relationship with the donors who make our work possible. The ideal candidate will also have a proven record of creativity and experimentation tied to measurable outcomes, as well as a passion for strong writing and storytelling.

The EVP will be a member of the Management Committee, report to the CEO, and oversee a team of five remote and hybrid staff. They will partner closely with the Development team to shape communications that inform, engage, and sustain relationships with current and prospective supporters, with the Research team to ensure that scientific communications are substantive and accurate, and with Business Services to develop and manage the Marketing budget.

KEY OPPORTUNITIES AND CHALLENGES FOR THE EVP

- Stay current with – and communicate to various audiences – the overall landscape of Alzheimer’s disease-related research and treatment options, including basic, translational, and clinical trial results reported in meetings, scientific publications, and the popular press.
- Build a robust, modern marketing and communications operation that incorporates traditional, digital, and social media; reliably generates content – written or video – that is compelling, timely, and on message; and is equally able to support broader communications efforts and generate bespoke materials.
- Assess the effectiveness and success of existing marketing and communications assets, including the website, video library, social media channels, and donor communications regarding scientific progress, organizational priorities, and impact. Identify opportunities to improve outreach and increase awareness across multiple audiences.
- Serving as a player-coach, lead, mentor, and develop a high-performing marketing and communications team, fostering a culture of creativity, collaboration, and accountability. Maintain a leadership style that is open and fluid, and which empowers staff through active communication and delegation.

- Utilize data and analytics to inform decision-making, optimize strategies, and measure the effectiveness of all communication initiatives.
- Manage relationships with external consultants and vendors to ensure high-quality output.

QUALIFICATIONS AND CHARACTERISTICS

The EVP for marketing and communications will bring many of the following professional qualities and experiences:

- Deep appreciation of the history, achievements, and aspirations of Cure Alzheimer's Fund, and the ability to effectively articulate strategic goals and accomplishments to a diverse audience.
- Over ten years of progressive experience in marketing, communications, and brand strategy; at least five years in a senior leadership role. Nonprofit experience preferred.
- Proven ability to develop and execute integrated marketing and communications strategies aligned with organizational mission and goals.
- Experience and comfort with remote work and building professional relationships at a distance.
- Substantial experience evaluating the strengths of existing marketing and communications programs and identifying opportunities for improvement, combined with the ability to increase efficiency and effectiveness of the communications process without sacrificing quality and impact.
- An aptitude for using data and metrics in decision-making and evaluating the success of programs and campaigns, including Salesforce CRM and other marketing tools.
- Exceptional written, verbal, and presentation skills; ability to craft compelling narratives for diverse audiences.
- Exceptional project and time management skills with the ability to manage competing requests.
- Strong professional judgement and the ability to exemplify the mission, core values, and vision of CureAlz.
- Maintains accuracy at both the strategic narrative level and in scientific and operational details.
- Compassion and empathy for those facing the impact of Alzheimer's disease.
- Bachelor's degree in Marketing, Communications, Business, or related field required.

COMPENSATION AND LOCATION

The expected annual salary range for this position is \$225,000 – \$275,000. Final salary and title will be commensurate with experience.

CureAlz maintains an office in Wellesley Hills, Massachusetts, which is easily accessible by car from I-90 and I-95. Travel from Boston Logan Airport and Amtrak stations requires on-the-ground car travel. This is a hybrid role; it is expected that the EVP will come to the office both semi-regularly and as needed. While

the successful candidate does not need to be based in Massachusetts, the hire will live within an easily accessible travel range, likely in New England or Eastern New York State.

APPLICATIONS, INQUIRIES, AND NOMINATIONS

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and CVs with cover letters should be sent via the Isaacson, Miller website:

<https://www.imsearch.com/open-searches/cure-alzheimers-fund/executive-vice-president-marketing-and-communications>

Jack Gorman, Partner

Elizabeth Neustaedter, Principal

Ryan Cheung, Senior Search Coordinator

Isaacson, Miller

Alzheimer's disease affects people from all backgrounds. CureAlz similarly encourages applications from people of all backgrounds and will evaluate each applicant without regard to race, ethnicity, country of origin, religion, sexual orientation, gender identity, gender expression, age, genetic information (including family medical history), physical ability, or length of time spent unemployed. As a US-based foundation, we adhere to all US employment legal requirements.

This document has been prepared based on the information provided by Cure Alzheimer's Fund. The material presented in this leadership profile should be relied on for informational purposes only. While every effort has been made to ensure the accuracy of this information, the original source documents and information provided by Cure Alzheimer's Fund would supersede any conflicting information in this document.