



Elyse Gellerman

Affiliate Representative, Board of Directors

As Affiliate representative to Susan G. Komen for the Cure®'s board of directors, Elyse Gellerman represents the interests of the breast cancer organization's more than 120 Affiliates worldwide. A long-time activist for women's issues, she is passionate about Komen for the Cure's mission to save lives and end breast cancer forever, having experienced breast cancer as a co-survivor of many friends and co-workers battling the disease. Gellerman brings to Komen's board more than a decade of Affiliate expertise as a volunteer, board member, officer and advocate.

Initially getting involved with Komen for the Cure as a participant in the Susan G. Komen Denver Metropolitan Race for the Cure®, Gellerman has played an active role in the organization's Denver Metropolitan Affiliate, serving in many leadership positions, including president from 2008 to 2010. During her tenure, the Denver Metropolitan Affiliate of Susan G. Komen for the Cure® was awarded with the first Komen Promise Award for a demonstrated commitment to innovation and forward thinking in reducing overall breast cancer mortality as well as disparities in breast cancer mortality. Under her leadership, the Affiliate expanded its service area to 19 counties. She also led the Affiliate's efforts to ensure passage of a bill mandating that funds raised through a breast cancer license plate be set aside for breast cancer treatment, and these efforts led to recognition for the Affiliate from the global breast cancer organization.

Gellerman served on the Komen Denver Metropolitan Affiliate's board of directors for six years, a time when the Komen Denver Metropolitan Race for the Cure grew into one of the largest events in the Komen Race Series. She is currently chair of the Affiliate's Public Policy Committee, which aims to increase access to breast health and breast cancer care for low-income and uninsured individuals.

Gellerman is senior vice president, provider strategies for Aspen Healthcare Metrics, a MedAssets company. She has more than 20 years of experience in healthcare management and, as a consultant for the company, has worked in more than 70 hospitals nationwide, specializing in service line development and cost management.

She also served in various roles including vice president of business development for The Medical Center of Aurora, orthopedic program director for HealthONE, and several leadership positions at the Rocky Mountain Multiple Sclerosis Center. In these roles, she provided leadership for strategic planning, outpatient facility expansion, neuroscience and orthopedic service line development, and physician practice development.

Gellerman has served on the board of directors of the Aurora Chamber of Commerce and several other nonprofit boards. She has also been involved with the Rocky Mountain Multiple Sclerosis Center and the Consortium of Multiple Sclerosis Centers as well as a volunteer with Project Angel Heart.

Originally a radio and television journalist, Gellerman has a Bachelor of Arts from Cornell University and a master's in healthcare systems from the University of Denver. She is a member of the Society for Healthcare Strategy and Market Development and the New England Society for Healthcare Strategy. Gellerman lives in Denver with her husband, Michael Fierberg, and has one son, Jeffrey, a student at the University of Colorado.