



Kathleen Lobb
Co-Founder, Stand Up To Cancer



Kathleen Lobb is managing director of philanthropy for the American Society of Mechanical Engineers (ASME) and executive director of the ASME Foundation. ASME, a 138-year-old not-for-profit organization, has a two-fold mission: serve diverse global communities by applying engineering knowledge to improve quality of life; and communicate engineering's excitement in order to encourage students to pursue careers in the field.

Prior to joining ASME in late 2018, Lobb spent 17 years in various staff roles with the Entertainment Industry Foundation and its Stand Up To Cancer division. Most recently, Lobb was chief communications strategist for SU2C and previously served as EIF's Chief Communications Officer and the staff team leader for EIF's National Colorectal Cancer Research Alliance initiative.

Prior to joining EIF, Lobb did consulting work, both in the entertainment industry and for nonprofit organizations on a range of assignments, including managing marketing communications for *The Last Days*, an Academy Award-winning documentary. In the corporate arena, Lobb worked in the online services business in its earliest days and later directed media relations for GTE, the \$20 billion company that merged with Bell Atlantic to form Verizon. She also worked at leading public policy and strategic communications firms, including Powell Tate and Robinson Lerer & Montgomery. A recipient of a B.A. degree from the University of Virginia, Lobb did graduate communications work at Boston University, where she received a scholarship as the most outstanding student in her program. Through SU2C, she honors the memory of two close friends taken by cancer in the prime of their lives.