



**Rusty Robertson**  
Co-Founder, Stand Up To Cancer



Named as one of the Top 100 Marketers by *Advertising Age* magazine and as one of the most entrepreneurial women in the United States, **Rusty Robertson** is a founding partner in Robertson Schwartz Agency and the founder of RPR & Associates, which was featured in *Success* magazine as one of America's Super 8 companies. She is also a literary agent and award-winning brand marketer, branding hundreds of major corporations and generating over \$500 million for her

clients and their companies.

Robertson and her colleagues at RSA spearhead the marketing, branding, and promotional initiatives for Stand Up To Cancer. She is also a fundraiser and executive leader of the organization. She helped create the Margaret Thatcher Foundation and was instrumental in the launch of the Susan G. Komen Foundation with Nancy Brinker. Robertson lost her mother to lung cancer.