



Sue Schwartz
Co-Founder, Stand Up To Cancer



A founding partner in Robertson Schwartz Agency (RSA), **Sue Schwartz** was named one of the most innovative people in America by *Response* magazine. Prior to founding RSA, she held senior and executive vice president positions at Revlon and Almay Cosmetics. As vice president of Almay, she was a force behind a meteoric growth in sales. Schwartz was also the executive vice president of the Home Shopping Network and more than quadrupled

its internet sales in one year. Schwartz 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 stands up for her mother, whom she lost to multiple myeloma; a sister who is a survivor of both breast cancer and ovarian cancer; and another sister who is a breast cancer survivor.