



Sue Schwartz
Co-Founder, Stand Up To Cancer



Sue Schwartz is a partner in the Robertson Schwartz Agency (RSA) and an award-winning, veteran marketing executive.

She spent her career in leadership positions with Fortune 500 companies, holding senior and executive vice president posts at Revlon, Almay Cosmetics, and the Home Shopping Network.

Demonstrating her wealth of expertise and creativity in developing products and marketing

initiatives from concept through completion, Schwartz was named one of the *25 Most Innovative People in America* by a leading trade publication.

With her colleagues at RSA, Schwartz contributes to the marketing, branding, and consumer facing promotional initiatives for SU2C; she is also a fundraiser and executive leader of the organization. Schwartz and the RSA team are responsible for the iconic SU2C placard moments seen during Major League Baseball's All Star and World Series games as well as award-winning consumer facing campaigns with major SU2C supporters such as Mastercard, American Airlines, Marvel Studio, and CVS Health.

Schwartz's international work includes extensive marketing and product sales in over 72 countries. She flexed her global social impact muscles through her work with SU2C Mexico (Unidos Contra el Cancer), Russia, Canada and SU2C TV specials in the UK and the Netherlands. Schwartz serves on the Stand Up To Cancer Canadian Board.

Schwartz stands up for her loved ones lost to cancer including her mother, whom she lost to multiple myeloma and a sister who had both breast cancer and ovarian cancer. Sue stands up for another sister who is a survivor of both breast cancer and lung cancer; and herself, a breast cancer survivor.