

Melanoma Research Alliance

FOR IMMEDIATE RELEASE

Melanoma Research Alliance Names Dana Deighton as Director of Communications and Engagement

WASHINGTON, DC (June 6, 2024) – Dana Deighton has joined the Melanoma Research Alliance (MRA), the world's largest non-profit funder of melanoma research, as Director of Communications and Engagement.

In this role, Deighton will be responsible for promoting MRA's brand, reputation and visibility as the non-profit leader in melanoma research with key audiences around the world, leveraging digital, communications and patient engagement strategies to support MRA's impact and growth of the organization.

"We are pleased to welcome Dana Deighton as MRA's newly appointed director of communications and engagement," said Stephanie Kauffman, MRA's president and chief operating officer. "She is a dynamic and experienced leader with an impressive record leading communications for mission-driven organizations. Her commitment to advancing scientific research and patient engagement is palpable and I am thrilled she is bringing her considerable talents to MRA."

Deighton joins MRA with over 25 years of experience in corporate marketing, publishing, and medical research and patient advocacy communications. Her career includes most recently leading communications, partnerships and recruitment for National Institute of Health's "All of Us Research Program" at Scripps Research Translational Institute, a major initiative to advance precision medicine by gathering data from over a million people in the U.S. Before Scripps, she led strategic initiatives for Inspire, an online digital health, patient engagement and data platform. She also spent 20 years overseeing marketing and global partnerships at National Geographic.

"I am inspired by MRA's mission and enthusiastic about our continued impact on melanoma research to drive improved outcomes, the scientific and patient community and beyond," Deighton said. "I look forward to working with this talented community to tell the MRA story and continue our trajectory of growth."

Deighton holds a BA in political science from Loyola University Maryland. She serves on the Executive Board of the Esophageal Cancer Action Network and co-chairs the Patient and Family Advisory Council at the University of Maryland Greenebaum Comprehensive Cancer Center. Her involvement in various committees at the National Cancer Institute (NCI) and the American Society of Clinical Oncology (ASCO) underscores her commitment to cancer research and patient advocacy.

About the Melanoma Research Alliance

The Melanoma Research Alliance (MRA) stands as the largest non-profit funder of melanoma research. Founded in 2007 by Debra and Leon Black, MRA's mission is to end suffering and death due to melanoma by advancing the world's most promising science and research. MRA provides critical funding for melanoma research that propels advances in prevention, diagnosis, treatment, metastasis, and survivorship. MRA-funded researchers have been behind every major melanoma research breakthrough. Since MRA's inception, more than 17 new therapeutic approaches for melanoma have earned FDA approval. MRA is recognized as one of the most fiscally efficient non-profits in the country. Because MRA's Founders generously cover 100% of MRA's administrative and operating costs, every dollar donated is invested directly into MRA's scientific and research program. For more information, please visit: www.CureMelanoma.org.

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