

THE SONTAG FOUNDATION

LEADERSHIP PROFILE

Sontag Foundation
Chief Executive Officer



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The Opportunity

The Sontag Foundation is one of the largest private funders of brain cancer research in the United States and is highly regarded as a leader in the fight against brain cancer. With the planned retirement of the original and long time Executive Director, Kay Verble, the Foundation has decided to launch a national search to recruit an exceptional leader to be the second Chief Executive Officer (CEO) of the Foundation.

Founders Rick and Susan Sontag were highly motivated to start the Foundation due to Susan's experience as a brain cancer patient with this poorly understood disease. The Foundation is considered by many in the neuro-oncology arena to be a best in class organization, focused on funding innovative scientists conducting research related to brain cancer. The Foundation also has spawned new initiatives including support organizations for brain cancer patients as well as a healthcare program for the indigent population of Northeast Florida.

This is an exciting opportunity for a mission-oriented, proactive, high-energy leader to join the Sontag family and work collaboratively with Rick and other members of the leadership team to strategically grow the Foundation and expand its mandate. Reporting to Rick and the Board of Directors, the CEO will have overall strategic, financial and operational responsibility for the execution of the Foundation's mission. This role will require a highly motivated, team-oriented individual with a proven track record and a sense of urgency around the mission. This CEO needs to be genuine and bold, someone who will mesh with the culture and values that define the Foundation, but more importantly, have a courageous, ambitious spirit. She/he will mirror the passion present with leadership, embrace the immediacy and urgency while introducing new ideas to make an even greater impact.

The CEO will work closely with Rick Sontag and other Board members to leverage the Foundation's success, analyze and swiftly pivot to pursue innovations that align with the guiding spirit of the Foundation, while hiring talented individuals and strengthening the infrastructure to enable expansion. The Foundation is poised to grow significantly and needs to be prepared to use its resources to the benefit of those they serve. Staying true to the founders' vision is paramount, and this CEO will work closely with Rick and the Sontag team, becoming the face of the Foundation as it enters this exciting new era.

Organization Overview

The Sontag Foundation

Established in 2002 by Rick and Susan Sontag, this private family foundation based in Ponte Vedra Beach, Florida has \$75 million in assets. The Foundation invests these assets and uses the investment returns to fund its operations and missions. Since its primary focus is brain cancer, the Foundation's first initiative was to fund research related to brain cancer. That led to creating the Distinguished Scientist Award (DSA). The DSA is a \$600,000 career development grant awarded to the best and the brightest early career scientists in the US and Canada who are conducting research related to this intractable disease. To date, 47 scientists in 33 academic medical and research centers have been awarded these multi-year grants. DSA grantees have had great career success since receiving their DSA grant as evidenced by their pioneering research as well as academic promotions and/or appointments to leadership positions within their institutions or professional societies.

Seeing the need for all brain cancer funders to work together The Sontag Foundation helped found the Brain Tumor Funders Collaborative (BTFC). BTFC is a consortium of brain tumor research funders who pool their financial resources to award research grants for collaborative projects which are likely to move the field forward at an accelerated pace. The Foundation is also a major supporter of the Society for Neuro-Oncology (SNO), the largest organization in the world for clinicians and scientists working in the field of neuro-oncology. Through its DSA grants, BTFC participation, SNO support and other like causes, the Sontag Foundation has given more than \$35 million toward brain cancer research since its inception.

Shortly after its beginning the Foundation decided to also fund programs in its local community of Northeast Florida. That led to the Foundation funding a variety of local charities with the general theme of supporting individuals to help themselves. Over a period of 10 years the Foundation gave 58 grants to local charities such as homeless shelters, free medical clinics, developmentally disabled programs and the like. It gave nearly \$10 million to these causes. In 2014 the Foundation decided to focus all its local giving in one much needed program area – dental care for the indigent. Today that program uses the resources of the Sulzbacher Center (a federally qualified health care center for the homeless) to provide dental services at a Jacksonville neighborhood free medical clinic. That program has already provided dental services to several thousand people. The program is about to expand into a larger healthcare operation for the indigent which will be structured to become self-funding. The Foundation believes this model can be replicated.

Brain Tumor Network

A few years after it was established the Foundation decided it also wanted to help patients afflicted by brain cancer. It began in 2007 by forming the Brain Tumor Support Group of Northeast Florida. The group is comprised of brain tumor patients and their caregivers and is led by Rick, Kay and others. The group has been meeting monthly for the last 12 years and has helped almost 200 families cope with this devastating disease. The group has been so effective that it has been used as a model by some major medical centers in the US.

Coincidentally, over the years the Foundation was receiving numerous requests for help from brain cancer patients or their caregivers from around the US. They were asking the Foundation if it could use its

knowledge of cutting edge research and treatment in order to help them find clinical trials or second opinions as well as aid them with other useful information. So the foundation found itself informally assisting brain cancer patients in their quest to find more effective treatment even though its original program was sponsoring research. From these repeated phone calls as well as the experience of operating the Northeast Florida brain tumor patient support group it became obvious that a new model was needed for helping brain cancer patients find their way through the maze of information about this disease in order to aid their treatment decision process. So in 2014 the Foundation formed a publicly supported 501(c)(3) called the Brain Tumor Network (BTN).

BTN was designed to help adult brain tumor patients throughout the USA find their way to more effective treatment by employing the services of medically knowledgeable personnel who would communicate with patients or caregivers directly. The idea was to provide totally objective free navigation services using this personal contact. It began by hiring one nurse navigator from Mayo Clinic, a former clinical trials oncology nurse, and began to build the model. Since that beginning, it has grown substantially. It now has a staff of 12 people including 8 nurse navigators and other medical professionals. Since its founding BTN has helped almost 900 families across the US find their way to appropriate clinical trials or second opinions as well as provide them with other useful advice. Due to its similarity of purpose BTN now manages the Brain Tumor Support Group of Northeast Florida.

While BTN is a separate legal entity with its own Executive Director, it is co-located with the Foundation. A minority of BTN Board members are appointed by the Foundation Board. Kay Verble and Dan Ryan currently are two of those Board members and it is expected that the new Foundation CEO will also serve on that Board. Rick Sontag is also a Board member and serves as Chairman of the Board and President of the organization.

Spring Bay Capital

Another operation co-located with the Foundation is Spring Bay Capital (SBC). SBC is primarily a venture capital company with a variety of investments in small, growing companies, many of which are in the healthcare field. SBC usually has about 10 companies in its portfolio with investments generally varying between \$1 million and \$5 million.

Spring Bay Management

All three operations (The Foundation, BTN, and SBC) share some employees from time to time in order to perform their missions. All the central accounting, cash management, investment reporting, human resources and information technology support is performed for all three operations by a small central operation called Spring Bay Management (SBM). The expenses for SBM are allocated among the Foundation, BTN and SBC.

For more information on The Sontag Foundation, please visit: <http://www.sontagfoundation.org/>
For more information on The Brain Tumor Network, please visit: <https://braintumornetwork.org/>
For more information on Spring Bay Capital, please visit: <http://www.spring-bay.com/>

The Role of the Chief Executive Officer

Reporting to Rick Sontag, the Chief Executive Officer will have overall strategic, financial and operational responsibility for the execution of the Foundation's mission. She/he will manage the Foundation staff and expenses. The Foundation currently uses Cambridge Associates to advise the board on investment decisions for the Foundation endowment. The CEO will coordinate this investment management of the Foundation endowment with the guidance of the Board. This CEO will also oversee the grant making process for programs related to brain cancer research and charitable activities in Northeast Florida (currently the Distinguished Scientist Award program and the dental initiative in Northeast Florida). This individual will build and maintain a strong relationship with the Scientific Advisory Board, including screening and recruiting new members as necessary. The CEO will establish new grant making initiatives consistent with the mission of the Foundation with guidance from the Board.

Maintaining a close relationship with BTN for sharing information and relationships will be integral to this CEO's success. The successful candidate will also build and maintain close professional relationships with thought leaders and organizations related to brain cancer research and treatment, including:

- Society for Neuro-Oncology
- Brain Tumor Funders' Collaborative
- American Society for Clinical Oncology
- All major academic medical institutions and cancer research centers
- Departments within the US government including National Institutes of Health
- Other organizations funding brain cancer research and providing brain cancer education

In addition, the CEO will oversee all activities related to maintaining relationships with current and past grantees, including the DSA Annual Retreat. The CEO will oversee the coordination of special events/meetings where appropriate to further the knowledge in the brain cancer field and advance the reputation of the Foundation. Additionally, this person will provide routine reporting to the Board and coordinate all Board activities and meetings.

Candidate Requirements

Education/Certification

- A degree in a related field – basic science, biology or medicine a plus; advanced degree in business or similar field desirable;
- Minimum 10-15 years of increasing responsibility managing a complex commercial business or nonprofit; experience with medical research organizations or other scientific groups a plus;
- Demonstrated competence with oral and written presentations/communications;
- Understanding of basic finance and investments;
- Entrepreneurial experience a plus;
- Experience with grant making organizations desirable;
- Experience on or with a Board of Directors of a charitable organization a plus.

Personal Qualities

- A heart for the mission; experience with and compassion for people battling a serious disease such as cancer;
- Ability to communicate well – excellent speaking and writing competence;
- Strong interpersonal skills – no problem fitting in with senior medical or academic luminaries;
- A self-starter;
- Ability to multi- task easily;
- Comfortable with some travel.

Short Term Plan

In the first 6-12 months it is expected that the CEO will accomplish the following and will have his/her success measured by these accomplishments:

- Spend time reviewing the current Foundation internal systems and processes as well as learning the field from various stakeholders - Board members, Scientific Advisors, DSA Award winners, Cambridge Associates and other investment advisors, Northeast Florida nonprofit CEO's, etc.
- Formulate initial thoughts/plans for expanding/implementing Foundation's mandate (and as a Board member improving BTN).
- Conceive and begin to flesh out new programs to expand the Foundation's presence in the neuro-oncology community, allied scientific groups and with the public, e.g. sponsored scientific events, collaborations among DSA grantees, legislative advocacy.
- Hire additional staff/outside contractors as necessary.
- Take on more responsibilities now managed by Rick and laying the groundwork for the future of the organization without Rick.

The Community

Ponte Vedra Beach, FL

Ponte Vedra Beach is an [unincorporated seaside](#) community in [St. Johns County, Florida](#). Located eighteen miles southeast of downtown [Jacksonville](#) and 26 miles north of [St. Augustine](#), it is part of the [Jacksonville Beaches](#) area.

The area is known for its resorts including the [Ponte Vedra Inn and Club](#), the Lodge and Club, and the Marriott at Sawgrass. It also lies within St. Johns County, which is one of the wealthiest counties in Florida. Ponte Vedra Beach is an upper-income tourist resort area best known for its association with golf and is home to the PGA Tour and The Players Championship, played at the TPC at Sawgrass, as well as the ATP Tour. If golf and tennis don't pique your interests, you're sure to find something that does at Ponte Vedra's 138-acre Davis Park, complete with fishing ponds stocked for children's catch and release, dog parks, a playground, and playing fields for soccer, football, softball and baseball.

Between the residential neighborhoods lining Ponte Vedra Boulevard there are many points of public beach access. Golf, tennis, boating, wakeboarding, surfing and water skiing are popular activities. Nocatee is a master-planned, unincorporated town offering its residents a unique balance of work and play in a walkable, livable community for all ages. One of the fastest growing communities in the United States, it is located three miles from Ponte Vedra Beach and the Atlantic Ocean; approximately 85% of the community is in St. Johns County, and the remaining 15% is in Duval County. St Johns County has the highest rated public education system in the State of Florida.

Ponte Vedra Beach has a rich and unique history. Ponce de Leon, a Spanish explorer best known for his pursuit of the legendary "fountain of youth," is believed to have landed on what would later become Ponte Vedra Beach on April 2, 1513. Today, this thriving community has come to be considered one of the most luxurious and prestigious recreational and residential destinations in Florida, if not the entire country. It was voted Money Magazine's "Best Place to Live in Florida" and among the top 50 places to live in the United States. With above average income, low crime rate and top-performing schools-This is a Great Place to Live and Work!

Timeline

Potential interview dates for this position have been outlined as follows:

Paper presentation of qualified candidates to Search Committee: Week of October 14th

Round One interview dates: Week of October 28th

Round Two interview dates: Week of November 11th

Selected candidates should plan to hold the above dates in the event they are invited by the committee to participate in the interview process.

Procedure for Candidacy

Please direct all nominations and resumes to Julie Rosen and John Fazekas, preferably via e-mail, to SontagFoundationCEO@wittkieffer.com.

Information that cannot be sent electronically may be forwarded to:

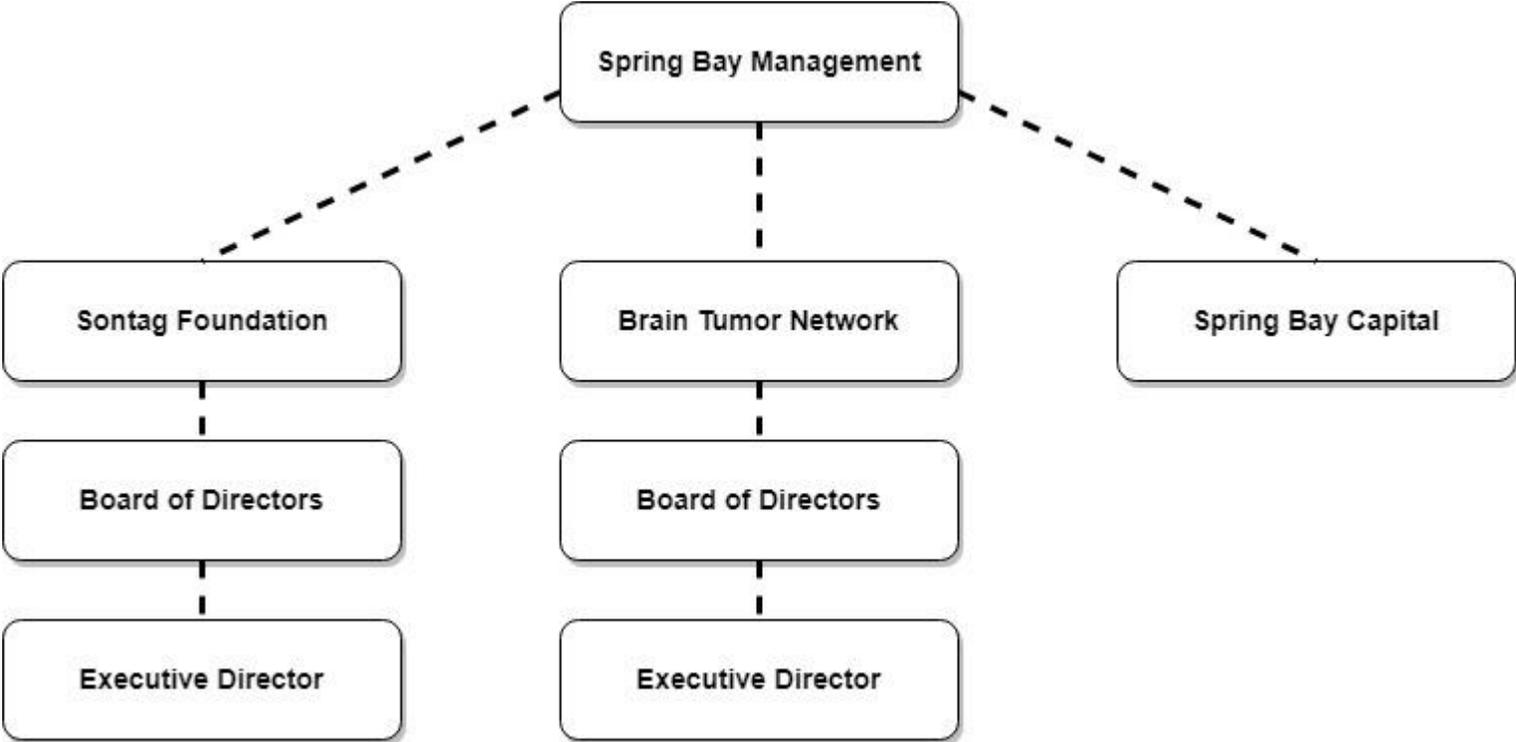
John Fazekas
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Phone: (781) 272-8899

The Sontag Foundation values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other status protected by law.

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Current Organization



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