



### **Marilyn Grunzweig Geller, Chief Executive Officer**

Marilyn joins Celiac Disease Foundation, the nation's leading voluntary health organization for celiac disease and gluten sensitivity education and awareness, as Chief Operating Officer in March 2012. The previous Treasurer of the CDF Board of Directors, Marilyn brings more than 20 years of management experience in healthcare and IT operations. A former Los Angeles County and UCLA hospital administrator and RAND Corporation researcher, she most recently served as Vice President of Product Management and Regulatory Compliance Officer for Medversant Technologies, the national provider of healthcare credentials verification services and software applications. A co-founder of Medversant, Marilyn was responsible for the company's strategic direction and is the lead inventor of the company's patented technologies. Marilyn's nonprofit experience includes board positions with the Olive View-UCLA Foundation, UCLA Health Services Alumni Association and Alpha Chi Omega.

Becoming CDF's Chief Operating Officer marks a return to her roots in public health advocacy. Selected as a Los Angeles County Department of Health Services Fellow, Marilyn received her MSPH degree from the UCLA School of Public Health and her undergraduate degree from UCLA. The mother of a son with celiac disease, undiagnosed until the age of 15 despite lifelong symptoms, Marilyn is a determined advocate for celiac disease and gluten sensitivity education and awareness.

[Email Marilyn Geller](#)



### **Deborah J. Ceizler, Chief Development Officer**

Deborah is Chief Development Officer for Celiac Disease Foundation (CDF), the nation's leading voluntary health organization for celiac disease and gluten sensitivity education and awareness. Deborah brings a diverse background in advertising, marketing and event planning

to CDF. She previously served as CDF's Director of Marketing.

Deborah provides senior leadership and strategic direction for CDF fund raising campaigns and volunteer development. During her tenure as Director of Marketing at CDF, fundraising campaign revenues have increased by 600 percent through program expansion and business development. Deborah's effective strategies and implementation have helped to raise the profile of the organization on a national level. In support of the CDF mission, Deborah has identified and cultivated relationships in the healthcare and lay communities, as well as food manufacturing and food service industries. She is responsible for the planning and management of CDF's Annual Education Conference and Gluten-Free Faire, which draws national attendance and features lectures from the nation's leading medical experts in celiac disease in addition to a vast array of exhibitors. Deborah also manages all aspects of Chapter and Support Group business, all of which have fostered the organization's stability and growth.

[Email Deborah Ceizler](#)

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**Sheri Orloff, Office Manager**

Sheri primarily coordinates CDF's diverse administrative and technical functions and ensures that day-to-day operations and special projects run smoothly. She also serves as the point of contact and liaison for Team Gluten Free™ events and team captain for the 2012 ING New York City Marathon.

Prior to joining Celiac Disease Foundation, she held positions with major corporations - Orkin, McCaw Telepage, and IKON - encompassing accounts payable/receivable and information technology. For much of her career Sheri has been self-employed. She operated a secretarial/notary service for ten years, and since 2001 has owned an online retail business in partnership with her husband.

Sheri is an alumnus of California State University, Northridge where her studies focused on

English and Home Economics; her extracurricular activities included competing for CSUN's intrastate forensics team as an expository speaker.

[Email Sheri Orloff](#)

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**Janelle Smith, Outreach Coordinator**

Janelle Smith oversees social media at CDF, facilitates CDF's Team Gluten-Free™ and Young and Gluten-Free™ campaigns, and coordinates CDF Chapters and Connections groups across the United States. She is a graduate student of nutrition and dietetics at California State University, Northridge and will complete her dietetic internship from the Veterans Affairs Greater Los Angeles Healthcare System in 2014. Janelle was diagnosed with celiac disease in 2009 and ever since has been an advocate for the needs of the gluten-free community. In 2011 Janelle founded the student group "Gluten-Free CSUN" to promote awareness and support for the CSUN campus community. She has professional experience in non-profit health organizations, public health education, and food service and management. Janelle holds a Bachelor of Arts degree from UCLA in American Literature and Culture.

[Email Janelle Smith](#)

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**Marianne Brooks, Annual Event Coordinator**

Marianne Brooks is a volunteer Coordinator for the CDF Annual Education Conference and Gluten-Free EXPO. Marianne was diagnosed with celiac disease in 2006 and has been involved in CDF activities since that time. She currently owns a small business in the South Bay, CA, and prior to this, spent 28 years in a Global Telecommunications company as the Director of

Service Delivery. Marianne is very involved in her community, serving as an emergency room volunteer at a local medical center, and a volunteer at a Feed the Needy program. Marianne's professional experience combined with her passion for celiac awareness and serving the community brought her to her role at CDF.

[Email Marianne Brooks](#)

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**Justin Tsui, TeamLogic IT**

Justin and his TeamLogic IT staff provide CDF with in-depth experience and insight in IT strategy development and management. Passionate about non-profits, TeamLogic IT brings clarity, simplicity and coherent IT strategy and solutions to CDF, lowering overall operational costs and optimizing operational efficiency.

Justin holds a Masters Degree in Electrical and Computer Engineering from the University of California, Irvine, specializing in distributed and fault tolerant computing.

### ABOUT TEAMLOGIC IT

TeamLogic IT is a nationwide network of computer consultation and managed services businesses providing outsourced IT services to thousands of businesses throughout the United States. The company addresses the needs of most computer networks and systems and strives to become the "IT Partner" for small and medium-sized business customers.

[Email Justin Tsui](#)

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### **Maya Blackburn**

Maya is an intern with the Celiac Disease Foundation. Originally from Sonoma County, she moved to Los Angeles in 2010 to attain her bachelors' degree in Marketing from CSU Northridge. She was diagnosed with gluten intolerance at 21, after years of unexplained health issues. Since going gluten-free, Maya strives to help others like herself and spread awareness to those unfamiliar with celiac disease and gluten sensitivity. She has previous volunteering experience, including with CDF and other non-profits, as well as professional experience in the food service and sales industry. She enjoys cooking and baking and someday hopes to run her own gluten-free bakery or food company.

[Email Maya Blackburn](#)