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Marilyn Grunzweig Geller is New Chief Operating Officer and Deborah J. Ceizler is Chief Development Officer of Celiac Disease Foundation: The Leading National Organization for Celiac Disease and Gluten Sensitivity.

Celiac Disease Foundation is pleased to announce the appointment of Marilyn Grunzweig Geller as its new Chief Operating Officer and Deborah J. Ceizler as Chief Development Officer. Established in 1990, Celiac Disease Foundation is a national nonprofit organization meeting the growing public health challenge of increased diagnosis of celiac disease and non-celiac gluten sensitivity with evidence-based education, awareness, advocacy, and support services.

“We are very fortunate that Marilyn chose to move from a Board of Directors position to managing the daily operations of CDF,” stated Board President Marc Riches. “She has extensive experience and success leading complex healthcare organizations. Of particular interest to us is her expertise with operations, strategic planning, product management and regulatory compliance that will benefit us tremendously as we plan for our third decade of providing celiac disease and gluten sensitivity awareness and education services. Together with Deborah Ceizler, Marilyn will provide effective and inspiring leadership to all of our operational, program and service areas of the organization.”

“I am honored to be part of the dedicated Celiac Disease Foundation team and look forward to collaborating with Deborah in expanding awareness on behalf of our celiac and gluten sensitive community,” states Ms. Geller. “As the mother of a son with celiac disease, I know first-hand the challenges faced in diagnosing celiac disease and gluten sensitivity, and adhering to the gluten-free lifestyle. I celebrate the many accomplishments of CDF and our Chapters and Connections. Together, we will foster new gains in education, awareness and advocacy. I believe that partnering with the nation’s foremost celiac organizations and University-based celiac centers will bring us to new levels of member engagement and early diagnosis.”

Ms. Geller joins CDF with 22 years management experience in healthcare and IT operations. A former Los Angeles County 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, Ms. Geller was responsible for the company's strategic direction and is the lead inventor of the company's patented technologies. Ms. Geller'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 Operations Officer, marks a return to her roots in public health advocacy. Selected as a Los Angeles County Department of Health Services Fellow, Ms. Geller received her MSPH degree from the UCLA School of Public Health and her undergraduate degree from UCLA.

Ms. Ceizler will provide senior leadership and strategic direction for CDF fundraising campaigns and volunteer development. Her well-rounded skill sets and extensive results-oriented experience come from a diverse background in advertising, marketing and event planning. 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 passion for the organization's mission, to expand awareness and increase diagnosis of celiac disease and gluten sensitivity, resulted in effective strategies and implementation to raise the profile of the organization on a national level. Her effective communication skills and creative thinking led to the development of strong relationships in the healthcare and lay communities, as well as food manufacturing and food service industries. Deborah's facilitation of program development, special event planning, corporate sponsorships, fundraising, and Chapter and Support Group development has fostered the organization's stability and growth.

Ms. Ceizler's thoughts on the future …"the CDF staff and our volunteers nationwide are honored and delighted that Marilyn is joining the Celiac Disease Foundation team. I am looking forward to partnering with such a highly motivated person and building and implementing a comprehensive strategy to support the CDF mission."

Since its inception in 1990, Celiac Disease Foundation (www.celiac.org), the leading national celiac disease organization, has been at the forefront of evidence-based celiac disease education, awareness, advocacy and support services to the lay and health professional communities. Today, guided by its distinguished Medical Advisory Board, and supported by

Chapters and Connections throughout the United States, CDF is meeting the growing public health challenge of increased diagnosis of celiac disease and non-celiac gluten sensitivity. With a range of vital programs and services for the public, patients and healthcare professionals, CDF strives to improve the quality of life for those diagnosed, the millions yet to be diagnosed, and their families.

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