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**Contact:**

Linnéa Jungnelius  
Marketing Director  
401-522-5137

[linnea@acertitude.com](mailto:linnea@acertitude.com)

## **Acertitude Lands New Chief Operating Officer for The Leukemia & Lymphoma Society**

**A business executive with three decades at Citibank, Robert Beck brings strong leadership to the mission-driven organization**

**NEW YORK (July 17, 2018)** — Acertitude, the executive search firm unleashing human potential globally, has recruited Robert Beck as the new chief operating officer for The Leukemia & Lymphoma Society (LLS), the world's largest voluntary health agency dedicated to blood cancer.

With a mission to cure blood cancer in the next decade, Mr. Beck steps in as COO at a pivotal moment for LLS as new cases of leukemia, lymphoma, and myeloma are expected to account for 10 percent of new cancer cases diagnosed in the US in 2018.

Beck will drive strategic improvements across operations, processes, and systems to structure and run LLS more effectively — so more dollars can be put toward its mission. As a member of the Executive Leadership Team, he will be an instrumental partner to CEO Louis DeGennaro, M.D. in building on the organization's success, positioning it for growth, and fostering a high-performing culture.

Beck brings 29 years of domestic and international experience as a business, operations, and finance leader with Citibank. Most recently, as COO — US Retail Bank, he successfully repositioned the company's retail distribution capabilities. Previously, as CFO — U.S. Consumer and Commercial Bank, he managed \$4B in revenue and

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oversaw 12,000 employees. His earlier roles include head of corporate finance and capital planning, head of global productivity improvement, and co-head of mergers and acquisitions, among others. Beck earned an MBA from New York University and a B.S. from Washington University in St. Louis.

Acertitude Managing Partner Kevin O’Neill and Principal Lisa Fisher co-led the search as strategic advisors to DeGennaro and LLS’s board of directors. They identified Beck as the lead candidate of a robust slate in only 60 days.

“Rob’s finance, operations, and retail distribution experience coupled with his organizational transformation work make him an outstanding executive to help further the LLS mission,” says Fisher. “His broad skillset and significant contributions at Citibank are a testament to his strong leadership abilities. He is smart, business savvy, and wants to make a difference in people’s lives.”

O’Neill adds, “LLS is an incredible organization with a lifesaving mission. We’re honored to contribute to their cause — and the patients and families they serve — by connecting them with the terrific leader and person that is Rob. We look forward to seeing him make a difference for them, and for the world.”

### **About Acertitude**

Acertitude is the executive search firm unleashing human potential globally. The firm builds close client partnerships and drives an agile process to connect organizations with brilliant people at work. Acertitude serves the global executive search market across the consumer, financial, healthcare and life sciences, industrial, private equity, professional services, and technology industries. To learn more about how Acertitude places brilliant people at work, visit [www.acertitude.com](http://www.acertitude.com).

