
Hala Moddelmog

President and Chief Executive Officer



Hala Moddelmog, a former Fortune 500 executive and the first woman in corporate America to lead an international quick-service restaurant (QSR) brand, Church's Chicken, became president and CEO of Susan G. Komen for the Cure® in 2006. Moddelmog's business acumen, franchise- and brand-building success and strategic perspective have been crucial as Susan G. Komen for the Cure extends its reach as the global leader in the breast cancer movement.

Her life experiences as a breast cancer survivor provide a powerful platform for effecting change and redesigning the breast cancer advocacy landscape with a focus on collaboration. Moddelmog is guiding Susan G. Komen for the Cure in building strong alliances with leading cancer organizations, such as the American Society of Clinical Oncology (ASCO) and the American Society for Cancer Research (AACR). Under her leadership, the Susan G. Komen for the Cure Scientific Advisory Board was implemented with noted Dana-Farber Cancer Institute clinician and Harvard Medical School educator Dr. Eric P. Winer appointed as Chief Scientific Advisor. Together they realigned the research grants program, better positioning the organization to achieve its goal of significant decreases in global breast cancer incidence and mortality. Most importantly, she has pledged to build upon Susan G. Komen for the Cure's investment of more than \$1 billion in breast cancer research and community health programs by investing another \$2 billion by 2017 to significantly reduce breast cancer incidence and mortality rates globally.

Globally recognized for innovative leadership and strategic brand development, she brings a stellar record of accomplishments to the helm of Susan G. Komen for the Cure. Moddelmog has dramatically strengthened the organization's international presence, from leading a delegation of U.S. breast cancer advocates to the inaugural Susan G. Komen for the Cure Global Advocate Summit in Budapest, Hungary, which connected representatives from 30 countries, to launching a multi-country pilot program, the Initiative for Breast Cancer Awareness. Historical milestones include traveling with Mrs. Laura Bush to launch the Partnerships for Breast Cancer Awareness and Research in the Middle East and Mexico. Concomitantly, Moddelmog established the Susan G. Komen for the Cure Global Promise Fund in 2008, enlisting individual donors and corporations to invest in the organization's work in countries including Brazil, Costa Rica, Ghana, Jordan, Mexico, Romania, Saudi Arabia, Bosnia-Herzegovina, Russia, Hungary, Ukraine and the United Arab Emirates.

During her tenure at Church's Chicken, Moddelmog helped revitalize the brand, increased market share, realized record sales and profit and drove international expansion. Her efforts strengthened the reputation of Church's Chicken as an advocate of career opportunities and development, particularly for women and minorities. Spearheading the company's involvement in community organizations, she was instrumental in securing support for the United Negro College Fund (UNCF), Habitat for Humanity and the Hispanic Association of Colleges and Universities.

Moddelmog serves on the Board of Directors for AMN Healthcare Services, Inc. (NYSE:AHS), the nation's largest healthcare staffing business. She is the recipient of numerous professional and civic honors, including the YWCA Prowess Award (Programs for Women's Empowerment Skills and Success), the Women Looking Ahead Racial Justice Award and the prestigious High Heels in High Places recognition from the Trumpet Awards Foundation.

Moddelmog earned a Bachelor of Arts in English from Georgia Southern University and a Master of Arts in journalism and mass communication from the University of Georgia. She has attended executive development programs at Harvard University, Northwestern University and the University of Georgia. Georgia Southern University granted her an honorary Doctorate of Humane Letters degree in 2007.

She is married to Steve Moddelmog and they have two children.