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FOR IMMEDIATE RELEASE:

Board of Directors Announces Retirement of Long-Serving CEO Julie Block, with the National Eczema Association Positioned for Future Impact

November 20, 2023 (Novato, CA) — The Board of Directors of the National Eczema Association (NEA) announced today that its president and CEO, Julie Block, will retire after 17 years serving the organization through tremendous growth and positive change. Under Block's leadership, NEA has grown from annual net assets of \$150,533 in 2007 to \$9,109,208 in 2022, from a staff of 2.5 full time employees (FTE) in 2007 to 30 FTEs today. Block joined NEA in 2007 and took the helm as CEO in 2010. She will retire in spring 2024.

"I've had the rare privilege and honor of serving the eczema community during an explosive era of opportunity and transformation," said Block. "Together with our extraordinary community, staff, board, scientific and medical advisors, healthcare professionals and corporate partners, we've learned, shared, supported, advocated and kept hope alive for a world without eczema."

During Block's tenure, NEA launched many groundbreaking initiatives and garnered significant support and recognition. Of note, in the last 17 years, NEA:

- Launched the successful and growing Seal of Acceptance™, empowering patients to find personal care and household products suitable for eczema and sensitive skin.
- Invested more than \$4 million in research grants, funding more than 86 studies by 68 grantors at 45 research institutions.
- Advocated at the state and federal level for improved policies related to step therapy, out-of-pocket costs and medical switching, including successful

inclusion of eczema in the Department of Defense Peer-Reviewed Medical Research Program.

- Launched the award-winning EczemaWise, a free eczema tracker app to help patients and caregivers manage their eczema.
- Created the thriving and impactful NEA Ambassadors program, ensuring the patient voice and expertise is at the table where and when decisions about their care are being made.
- Received a grant from the Centers for Disease Control and Prevention (CDC). The 4-year Chronic Disease Awareness and Engagement grant will support NEA's project titled "Atopic Dermatitis is More Than a Skin Disease: Raising Awareness and Improving Care."
- Transformed Eczema Expo into the can't miss annual gathering of the eczema community including patients, caregivers, healthcare providers and partners.

As an active member of the National Health Council (NHC), Block has played a key role in the broader field of national health nonprofits and patient advocacy groups.

Christina Crowley, chair of the NEA Board of Directors, noted that the board "is deeply grateful to Julie for driving our success and positioning the organization to continue having an impact on the lives of patients many years into the future."

Crowley stated that the Board of Directors has appointed a search committee and engaged an agency to conduct a national search for the next CEO of NEA.

After more than 45 years of active and dedicated work in the nonprofit sector, Block's future plans include taking a deep breath, road trips with her dog Ollie, and precious time with family and friends.

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About the National Eczema Association

Founded in 1988, the National Eczema Association (NEA) is a 501(c)(3) nonprofit and the largest patient advocacy organization serving the over 31 million Americans who live with eczema and those who care for them. NEA provides programs and resources to elevate the diverse lived experience of eczema, and help patients and caregivers understand their disease, actively engage in their care, find strength in one another – and improve their lives. Additionally, NEA advances critical eczema research and partners with key stakeholders to ensure the patient voice is represented and valued in education, care and treatment decision-making. The eczema community is at an exciting juncture, with increased recognition of the seriousness and burden of eczema and a surge in scientific interest and development of new treatments. Bolstered by NEA's strategic plan, [Blueprint 2025](#), we are driving toward the ultimate vision: a world without eczema. Learn more at NationalEczema.org.