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FOR IMMEDIATE RELEASE:

Board of Directors Announces Kristin C. Belleson as New President & CEO of the National Eczema Association

June 20, 2024 (Novato, CA) — The board of directors of the National Eczema Association (NEA) today announced the selection of Kristin C. Belleson as its new president and CEO, effective July 15, 2024. Belleson will succeed Julie Block who retires next month after 17 years of inspired service and leadership. Under Block's stewardship, NEA has grown significantly in its abilities to support and improve the lives of eczema patients and their families.

"After a comprehensive national search, the NEA board has great confidence that Kristin is the right person to be our next CEO," shared Sarah Young O'Donnell, chair of the NEA board of directors. "Kristin is a compassionate, collaborative and innovative leader with extensive experience in the health nonprofit space. She has a proven ability to lead diverse teams and a passion for improving outcomes for patients and caregivers."

Belleson comes most recently from serving as the CEO of the American College of Sports Medicine and prior to that as the chief operating officer of the American Osteopathic Association. Earlier in her career, she served as chief membership officer for the Society of Gynecological Oncology & Foundation for Women's Cancer. Before that she held marketing and membership services roles for the American Dental Association, Healthcare Financial Management Association, and YMCA of Metropolitan Chicago. She holds a bachelor's degree in journalism and mass communications from the University of Iowa, a Master of Business Administration from Franklin University and a Certified Association Executive credential. Belleson has a personal commitment to eczema as she has faced it firsthand. Her understanding of the challenges and needs of the eczema community will add a unique and valuable perspective to her leadership.

"NEA has had an incredible trajectory of growth over its 36 years due to its visionary leaders, who kept pace with the rapidly changing eczema and healthcare landscape," said Belleson. "I am honored to lead NEA and the eczema community into what promises to be an exciting future."

Belleson will start her new role on July 15, 2024.

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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.