



## **Rose Pierro Simmons** *Chief Operating Officer*



ROSE PIERRO SIMMONS is the Chief Operating Officer for the California Division, Inc. of the American Cancer Society.

Rose has 38 years of experience in the non-profit sector, including 32 years with the Society. She began her career with the American Cancer Society in 1972 in the Santa Clara County Unit, where she implemented the first integrated program for men whose spouses had mastectomies. Her program was quickly adopted by the National Home Office of the American Cancer Society. She also opened the first Discovery Shop in Pacific Grove. It was the number one shop in the California Division for many years. In 1985, Stanford University Medical Center recruited Rose for a Research Disease Prevention position. Her leadership was instrumental in building the first community-based cholesterol program in Northern California. This program has been replicated in other California locations. Rose also provided leadership and management expertise for Wellness Counseling Consultants in San Jose and for Mariposa Hall in Monterey. She developed a capital campaign for Mariposa Hall, ensuring low-cost office space in an excellent location, for non-profit agencies in Monterey County.

Rose returned to the American Cancer Society in 1992, as a Senior Program Director in the San Mateo County Unit. Her leadership and success continued in the West Bay Region as the Cancer Control Director and then at the Silicon Valley Region where she was the Senior Vice President for Operations. Rose was promoted to Regional Vice President of the Silicon Valley/Central Coast Region in 1999 and then to Chief Operating Officer, California Division, in 2006. As Division COO, Rose provides consultation and oversight of statewide operations, including 46 field offices, more than 500 staff, and 40 Discovery Shops. She also offers strategic leadership in constituent relations, corporate relations, Diversity/Disparities, Building Volunteer Capacity and CEOs Against Cancer. Rose served as member of the faculty for the American Cancer Society University and a coach for the National Leadership Development Program.

Rose resides in Saratoga, California, with her husband John.

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