

Elizabeth Gelfand Stearns  
Bio  
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As Chair of **The Judy Fund**, Elizabeth Gelfand Stearns works to ignite public awareness and involvement in the battle against Alzheimer's disease. To date, **The Judy Fund**, created in memory of Elizabeth's mother Judy Gelfand, has raised and granted over \$7.9 million dollars to support Alzheimer's research and public policy initiatives in partnership with the Alzheimer's Association. **The Judy Fund** is the fastest growing and largest private fund in the history of the Alzheimer's Association. Elizabeth is a former member of the national Board of Directors of the Alzheimer's Association, the leading non-profit organization in the battle against Alzheimer's disease.

Elizabeth is the founder of **elizabeth films**, and Co-Producer of the film **Still Alice**, based on Lisa Genova's *New York Times* bestselling novel starring Julianne Moore, who won an Academy Award for her portrayal of Alice Howland, a 50-year old linguistics professor diagnosed with Alzheimer's disease. **Still Alice** remains one of the most critically acclaimed films of 2014, earning Julianne Moore over 24 awards, including the Oscar and Golden Globe for her performance. **Still Alice** has grossed over \$58 million at the box office worldwide providing a meaningful platform to engage the public around the globe in the fight to wipe out Alzheimer's disease. Elizabeth partnered with Emmy and Peabody award-winning journalist & Executive Producer, Maria Shriver, an Alzheimer's advocate and activist who has raised awareness for millions worldwide.

A former Sr. Vice President of Strategic Marketing at Universal Pictures, Elizabeth Gelfand left her post in April, 2004 to manage **The Judy Fund**. In her 16 years at Universal, she ran the marketing department of Universal's Consumer Products Group; managed Universal's Promotions Department; and spent eight years running the Strategic Marketing Group at Universal Pictures. Throughout her tenure she worked alongside of Universal's senior management team with the goal of developing long-term brands for the Studio.

In 1994, Elizabeth was named by *Newsweek* and *Advertising Age* as a member of 'The Marketing 100' – the Top Marketers of the Year - for her work developing the **Jurassic Park** franchise for Universal Studios. That same year, Elizabeth was awarded several promotional marketing distinctions, including the PMAA's Promotional Marketer of the Year.

Elizabeth lives in Santa Monica, California, with her husband Richard Stearns. They have three children, Greg, Jackie and Ella.