



Lisa M. Sarfaty, MPH
Director, Strategic Planning and Project Development

Lisa joined NORD in 2011 and serves as the Director of Strategic Planning and Project Development. In this role she is responsible for strengthening the development of strategic and operational plans that support the organization in pursuing innovative and promising ideas. She works closely with NORD's board of directors, executive management team, staff and external partners, both nationally and internationally, to align short and long-term strategies for program development and growth.

Lisa also manages NORD's participation in key international forums and organizational partnerships. She has successfully forged and strengthened relationships with patient communities in Canada, Europe, Australia, Asia, India and the United Arab Emirates. As part of her commitment to supporting the global advancement of rare diseases, Lisa serves on the executive committee of the governing council for Rare Diseases International (RDI), a global network of rare disease patient organizations dedicated to making rare diseases a universal public health priority.

Prior to her current role, Lisa led the advancement of tactics for marketing, community relations, and membership services at NORD. Among her achievements in marketing was the evolution of NORD's branding and the expansion of its primary website that now reaches approximately 1.3 million visitors each month.

Following the passage of the Affordable Care Act in 2010, Lisa developed and launched a pilot project for state-based advocacy to protect the interests of rare disease patients in the changing healthcare environment. Now the largest and most effective grassroots rare disease advocacy coalition in the nation, the RareAction Network® (RAN) is comprised of more than 15,500 members; has passed new legislation across the country; and produces an annual State Policy Report Card™ that measures and rates states on the strength of their policies that ensure access to care for rare disease patients.

Lisa received her MPH from the Milken Institute School of Public Health at George Washington University and her BA in political science and law and policy from Bernard Baruch College, a public research university. Her training is a combination of public health, health policy and law.

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