



Ricki Fairley

CEO and Co-Founder

TOUCH, The Black Breast Cancer Alliance

As a Triple Negative Breast Cancer Survivor/Thriver, Ricki's personal purpose, passion, mission, ministry, and blessing is to bring focus, attention, research, science, and action to eradicating Black Breast Cancer, and supporting and coaching what she calls her "Breasties" through their breast cancer experience.

Ricki is an award-winning seasoned marketing veteran that has transformed her strategic acumen into breast cancer advocacy. Ricki co-founded and serves as CEO of **TOUCH, The Black Breast Cancer Alliance** to address Black Breast Cancer as a unique and special disease state, with the overall goal of reducing the mortality rate for Black women. Ricki founded and serves as co-host for ***"The Doctor Is In,"*** a weekly live breast cancer advocacy web series on the BlackDoctor.org Facebook page that reaches over 3 million viewers. She is a founding member of **#BlackDataMatters**, in partnership with Ciitizen, The Center for Health Care Innovation and Morehouse School of Medicine to encourage and elevate the importance of Black Women participating in clinical trial research. In January 2022, she started the ***When We Tri(al)*** Movement to change the game on Black women participating in clinical trials to improve outcomes for Black women with breast cancer.

Ricki serves on the Board of Trustees for the Triple Negative Breast Cancer Foundation where she chairs the marketing committee. She is a board member for the Center for Healthcare Innovation, and serves on the National Minority Quality Forum Scientific Advisory Board.

Ricki has been featured in [FiercePharma](#), [Healthline](#), [Oprah Daily](#), [Shondaland](#), [Platform Q Health](#) and [Salud and Ebony Magazine](#) to name a few. She is one of 50 of the 800 applicants to receive the [Goldman Sachs One Million Black Women Impact Grant](#) funding Black women-led and Black women-serving nonprofits.

Ricki has two daughters, Amanda Brown Lierman and Hayley Brown, and 3 granddaughters, Belle, Leia, and Hart, who remind her of her purpose every day. Ricki is a graduate of Dartmouth College and holds an MBA from Kellogg Graduate School of Management at Northwestern University.



Articles/News Stories Featuring Ricki

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[Self Magazine](#)

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[Dartmouth Inspire](#)

[Black Health Matters](#)

[Patient Power](#)

[Annapolis Times/Baltimore Times](#)

[Essence](#)

[Conquer 1](#)

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