



STEPHEN J. PASIERB. M.ED.

Steve Pasierb was appointed President and CEO of The Partnership at Drugfree.org by its Board of Directors and Chairman, the late James E. Burke, in 2001. Today Steve leads the nation's largest nonprofit organization dedicated to evidence-based solutions to adolescent substance use disorders. An innovative, evidence-based organization whose programs help parents prevent, intervene in and find treatment for drug and alcohol use by their children -- we are working toward a vision where all young people will be able to live their lives free of drug and alcohol abuse.

With Steve's guidance and steadfast advocacy, The Partnership has launched renowned programs in prevention, intervention and in support of addiction treatment including an expansive new public-private coalition known as *The Medicine Abuse Project*. Steve recently spearheaded the acquisition of *Join Together* from the Boston University School of Public Health and the acquisition of *The Meth Project Foundation* and its state affiliates. Currently, The Partnership is transitioning into program lead on the acclaimed national prevention campaign *Above The Influence*.

The Partnership at Drugfree.org's ongoing work unites parents, prominent scientists and communications professionals from across the nation. The centerpiece of this effort is a dynamic resource center at drugfree.org, featuring interactive tools that translate the latest addiction science and research on teen behavior, approaches to intervention, treatment and recovery support into easy to understand tips, tools and support for parents and key teen influencers. These deep digital resources built over the last decade are backed by a parent's helpline at 1-855-DRUGFREE. The Partnership's primary partner in these endeavors is the Philadelphia-based Treatment Research Institute, a leader in scientific knowledge and translational research in the field of addiction.

Steve is an engaging public speaker and continually travels the nation making thought-provoking presentations. He is a frequent commentator in broadcast news media and social media on issues including the changing landscape of illicit drug use and childhood drinking in America; effective prevention strategies for families; the role/value of addiction treatment and recovery; and, the use of social media, cause-related marketing and digital products to address public health issues. This aspect of Steve's work has included appearances on most every national media outlet including NBC's **Today**, ABC's **World News Tonight**, the **CBS Evening News**, **FOX News**, **CNN Morning** and numerous other CNN programs, CNBC, PBS's **Now**, Bloomberg Television, CBC, BBC, **The Osgood Files** on CBS Radio, The Katie Couric Show, National Public Radio and extensive network radio, local radio and print media interviews including *The New York Times*, *The Wall Street Journal*, Reuters, *The Christian Science Monitor*, Associated Press, *Washington Post*, *Family Circle*, *Good Housekeeping*, *Forbes Newsweek*, and many more. He has also testified before Congress on several occasions, most recently the Senate Judiciary Committee and the House Judiciary Committee, Subcommittee on Crime Terrorism and Homeland Security.

Under Steve's leadership, the Partnership leverages its \$8 million annual operating budget into diverse programs, direct services and a national public education campaign totaling in excess of \$100 million annually. The organization has continued its long-established record of effectiveness, as confirmed via research, including a program addressing Ecstasy that drove down teen usage of

this illicit drug by over 50 percent in just two years, as well as spearheaded a groundbreaking education initiative on addiction intervention and treatment (*Hope, Help & HealingTM*) while supporting parents as they strive to raise healthy, kids (*Parents Resource Center*) through innovative tools including *Understanding the Teen Brain*, *Parent's Toolkit*, *Time To Act* intervention program, as well as the *Decoder* and *Intervene* blogs just to mention a few. The Partnership's *Meth360*, *Parents360*, *Rx360* and *WreckEd* community education programs operate across the nation on a "train the trainers" model mobilizing communities and reducing drug threats through a host of strategies and tactics.

In 2005, The Partnership was one of 13 organizations world-wide to receive the prestigious Discovery Health Medical Honors award for its extraordinary contributions to world health. The Partnership is a founding member of the Better Business Bureau Wise Giving Alliance — for responsible practices and efficient use of donor funding. *The New York Times* has called the Partnership, "One of the most effective drug prevention organizations in the U.S."

Prior to being named chief executive in 2001, Mr. Pasierb directed the Partnership's State Alliance Program, which forms public-private partnerships to operate comprehensive addiction prevention programs in states and cities across the nation. 54 member alliances were created -- typically mobilizing the office of the Governor, Attorney General and state substance abuse agency -- reaching over 92 percent of all U.S. households every week. Steve was responsible for establishing five regional technical assistance offices and supervised all media solicitation activity in the top 210 U.S. media markets. Under Steve's leadership and stockpiling of frequent flyer miles, the Partnership enjoyed seven consecutive years of growth in donated media support and pioneered successful new ventures in corporate cause related marketing.

Steve previously served in the Maryland Executive Department under Governor William Donald Schaefer as manager of marketing and media communications for the Governor's Drug & Alcohol Abuse Commission. He was responsible for creating and managing the successful Partnership for a Drug-Free Maryland, which became the model for the national Partnership's alliance concept. Drug-Free Maryland received several national awards for advertising quality and campaign business management under Steve's guidance. Prior to the Commission, Steve was an account supervisor and new business development director at Freed & Associates in Baltimore, an advertising and public relations agency. Earlier, he was vice president of media services at GNVC Communications in Pittsburgh a business-to-business firm serving Fortune 500 companies. His career began with several years in the radio industry.

Steve holds a M.Ed. degree with honors in communications media and a B.S. in criminology. He is a member of the national Honor Society of Phi Kappa Phi for scholarly distinction. He currently serves on the board of directors of the Treatment Research Institute, affiliated with the University of Pennsylvania. He is a member of the organizing committee of Advertising Week in New York City. Previously, Steve served on the Board of Directors and Executive Committee of Community Anti-Drug Coalitions of America (CADCA) based in Washington, DC and on several other charitable boards and committees in both the fields of advertising and addiction prevention.

In November 2003, Steve was honored by the American Advertising Federation and elected to the Advertising Hall of Achievement, the industry's premier award for professionals who are making a significant impact on the communications industry. In April 2008, he was honored by Indiana University of Pennsylvania as a Distinguished Alumnus. An avid sailplane pilot, gardener and sports car enthusiast, Steve is also a contributing writer for Maplegate Media's magazine properties and a co-founder of the website rcaerotowing.com. A Jersey boy by birth, Steve and his wife make their home in Connecticut.