



FOR IMMEDIATE RELEASE

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OSPREY, FL - PHELAN MCDERMID SYNDROME FOUNDATION NAMES ROBBIE BAKER AS CHIEF EXECUTIVE OFFICER– The Phelan McDermid Syndrome Foundation (PMSF) today announced the appointment of Robbie Baker, a seasoned nonprofit executive and successful fundraiser, as its new Chief Executive Officer following a comprehensive national search. In this role, Baker will guide strategic growth, enhance programmatic reach, and accelerate the Foundation’s mission to support individuals and families impacted by Phelan-McDermid syndrome (PMS).

Baker brings three decades of experience in C-suite and senior leadership roles across patient advocacy and nonprofit organizations. He currently serves as Chief Growth Officer for the National Alopecia Areata Foundation (NAAF), where his accomplishments include doubling organizational revenue, establishing NAAF’s full-time presence in Washington, D.C., and significantly expanding global awareness of alopecia areata.

His extensive background also includes leadership positions with the Brain Injury Association of America as Vice President & Chief Development Officer where he drove 50% revenue growth during the pandemic. As Vice President, Development of No Barriers USA, Baker successfully scaled the organization from a start-up to a multimillion-dollar organization with global reach. At the Make-A-Wish Foundation of Ohio, Kentucky and Indiana as Chief Development Officer, he led the nation’s largest chapter out of a long-term deficit to exponential growth. His earlier professional experience includes national leadership positions with the Leukemia & Lymphoma Society, the National Multiple Sclerosis Society, and American College of Rheumatology.

“We are beyond thrilled to welcome Robbie Baker as our new CEO,” stated Denise Croden, Chair of the PMSF Board of Directors. “His proven ability to scale organizations, secure major gifts, and lead diverse teams will be invaluable as we work to expand our reach and deliver critical support to the Phelan-McDermid syndrome community. Robbie’s passion for patient advocacy aligns perfectly with our mission.”



Diane Linnehan, Interim CEO and Chief Operating Officer of PMSF, shared "It became clear during our search that Robbie is the leader we were seeking. His accomplishments and experience stand on their own, and he brings the shared values and integrity that will carry us into our future. Our staff is energized and ready to welcome him, and I am eager for our community to meet him."

"I am honored and excited to lead the Phelan McDermid Syndrome Foundation," Baker said. "PMSF plays a vital role in the lives of individuals and families affected by this rare disorder. With potential new therapies moving into human trials, our community is at a critical inflection point. There has never been more hope for what's possible. I look forward to partnering with our staff, volunteers, and families to build on the tremendous momentum already underway."

Baker holds a Master of Education (M.Ed.) from the University of South Carolina and a Bachelor of Arts (B.A.) from Wofford College.

About the Phelan McDermid Syndrome Foundation

The Phelan McDermid Syndrome Foundation (PMSF) is the leading national nonprofit organization dedicated to improving the quality of life for people affected by Phelan-McDermid syndrome (PMS) worldwide. PMSF supports families, provides resources, and accelerates research to find treatments and a cure for this rare genetic neurodevelopmental disorder.