

## NAAF Board of Directors Welcome Shawn Borisoff and Ruth Rama-Witt



**Novato, California Jan 15, 2025 ([IssueWire.com](https://www.issuewire.com))** - The National Alopecia Areata Foundation™ (NAAF™) is proud to announce that Shawn Borisoff and Ruth Rama-Witt have been elected to its Board of Directors effective this month.

Shawn Borisoff is Managing Director at RBC Capital Markets. In addition, he previously served as

Managing Director at UBS.

Mr. Borisoff earned a Bachelor of Science, Finance, Operations Research/Management Science from the Wharton School and a Bachelor of Science, Industrial Engineering, from the University of Pennsylvania.

Mr. Borisoff remarks, "NAAF has been the light in the darkness for our daughter, Brynn. The support we've received from NAAF and the alopecia community has been nothing short of amazing and helped our daughter realize that she is not alone and has a wonderful community that is there to support and uplift her."

Ruth Rama-Witt is Associate Director of human Resources, Marketing & Office Support at Atlas Search in New York. Previously, Ms. Rama-Witt served as Director, of HR/People Search at Tandym Group and Director at CitiStaffing.

Ms. Rama-Witt earned a Bachelor of Arts, in Political Theory at New York University and graduated from Columbia Business School's Executive MBA Program.

"My greatest inspiration is the work done for NAAF by my daughter, Bailey, who has never let alopecia prevent her from realizing her dreams," says Ms. Rama-Witt. "And as a new member of the board, I want to inspire and make it possible for others with this disease to realize their dreams, and for parents of those with the disease to feel hope."

"NAAF is thrilled to add Ruth and Shawn to its board of directors. They and their families have demonstrated an incredible commitment to NAAF's mission and we look forward to benefiting from their leadership in these significant roles.," says NAAF President & CEO, Nicole Friedland.

## **About Alopecia Areata**

Alopecia areata is a common autoimmune disease affecting nearly seven million Americans that results in unpredictable, often sudden, and severe hair loss. People with alopecia areata most often lose hair in circular, coin-sized patches on the scalp but in more severe cases they may lose all the hair on their body. Alopecia areata can begin at any age, but most develop it early in life, impacting adults and children. More than 80 percent show signs of the disease before age 40, and 40 percent experience symptoms by age 20. Research suggests that women are more likely to develop alopecia areata than men and that the odds of developing alopecia areata are higher among persons of color. Frequently dismissed as a cosmetic condition, alopecia can be a deeply traumatic experience, resulting in emotional and economic pain and social isolation. It is not *just* hair.

## **About the National Alopecia Areata Foundation**

The National Alopecia Areata Foundation (NAAF) drives research to find a cure and accessible treatments for alopecia areata, supports those impacted, and educates the public about the disease. Founded in 1981, NAAF is the largest alopecia areata patient advocacy organization in the world, connecting members of the alopecia areata community, including those living with the disease, family members and caregivers, healthcare providers, and researchers through its many programs. NAAF is recognized by the Internal Revenue Service as a 501 (c) 3 charitable organization and has achieved the highest rankings from charity watchdogs. For more information, please visit [www.naaf.org](http://www.naaf.org), email [info@naaf.org](mailto:info@naaf.org), or connect with NAAF on [Facebook](#), [Instagram](#), [LinkedIn](#) or [X](#).

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