

[Austin Business Journal](#)

Journal Profile: Doug Ulman, President and CEO, Livestrong

By Colin Pope

Friday, June 11, 2010



Doug Ulman kicked cancer — three times — before his 20th birthday.

And that's not all he's kicked.

After overcoming chondrosarcoma during his sophomore year in college and malignant melanoma twice almost immediately after that, he went on to help [Brown University's](#) soccer team make it to three Ivy League championship games in four years.

Then, in 1997, Ulman rolled up his sleeves to start the [Ulman Cancer Fund for Young Adults](#), a nonprofit that kept him busy for the next four years. That was enough to catch the attention of another athletic cancer survivor — world champion cyclist Lance Armstrong, who was getting serious about his up-and-coming cancer-fighting nonprofit.

In 2001, Ulman joined the [Lance Armstrong Foundation](#), now known as [Livestrong](#), as director of survivorship. Today, he is the foundation's president and CEO.

Although often in the shadow of his well-known boss, Ulman is also a celebrity of sorts in cancer and sports circles. In 2002, Ulman was selected from more than 20,000 people to appear on more than 15 million boxes of Wheaties Energy Crunch as an American Everyday Hero. A year later, he was chosen as the Austin Under-40 award winner in the health care category. In 2005, Ulman was honored by the American Psychosocial Oncology Society and the Association of Oncology Social Workers.

As a child, what did you want to be when you grew up?

An architect.

What's your worst habit?

I'm addicted to the BlackBerry.

What's been your biggest accomplishment so far?

Surviving cancer three times.

What's the most interesting thing you've ever done?

Run a 100-mile marathon in the Himalayan Mountains.

If you could pinpoint the biggest life-changing event for you, what would it be?

Running a 100-mile marathon in the Himalayan Mountains.

How did you earn your first buck?

I had a lemonade stand, and I also helped coach soccer camp.

How do you relax after a tough day?

Cooking dinner with a glass of wine in hand

Any hobbies?

Running, working out, golf, reading and soccer.

Where's your favorite place to eat?

Uchi.

Are you on Facebook or Twitter?

I am pretty into Twitter. I try to tweet a few times a day.

What's on your bucket list?

Go to the Kentucky Derby and fly a plane.

If you could time-travel, where would you go?

I would go back to the late 18th century — oh, to be a fly on the wall during the formation of what we know today as the United States of America.

What's the best book you've ever read?

"Man's Search for Meaning" by Viktor Frankl.

What did you listen to on the way to work today?

NPR.

How old are you?

32 — about to be 33.

Where did you go to college, and what did you get a degree in?

Brown University — American history and education.

What do you do on a typical Saturday?

Run seven to 10 miles with friends, go to the Farmer's Market, catch up on things around the house and enjoy dinner at one of Austin's great restaurants.

What websites are bookmarked on your computer?

CNN, Texas Tribune, [ESPN](#), The [Weather Channel](#) and Livestrong.org.

For you, what's the best invention during the past 50 years?

Mapping the human genome.

Have a favorite vacation spot?

A quiet beach with outdoor activities and places to read and relax.

What kind of a boss are you?

One who truly understands the value of a team.

What do you enjoy most about your job?

Trying to change the world.

Professionally speaking, what's the biggest challenge you're facing now?

Trying to combat what will become the leading cause of death worldwide this year, killing more people than AIDS, malaria and tuberculosis combined.

Do you consider yourself an advice giver or an advice seeker?

Both — but I love to learn from others.