

EPILEPSY FOUNDATION OF MINNESOTA NAMES JENNA CARTER AS ITS NEXT EXECUTIVE DIRECTOR

Carter's bold leadership brings new energy to EFMN's ongoing work to expand awareness of epilepsy and support people affected by seizure disorders in Minnesota as the organization marks 70 years since its founding.

Bloomington, Minn —

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The Epilepsy Foundation of Minnesota (EFMN) is thrilled to announce Jenna Carter as its new Executive Director. Carter's dynamic leadership marks a new chapter for EFMN, which celebrates its 70th anniversary this year. With a renewed focus on equity and a commitment to its mission—raising epilepsy awareness, reducing stigma, and supporting those affected by the condition—Carter's leadership marks a new chapter for EFMN, the only organization dedicated to this cause in Minnesota.

Carter has been part of EFMN since November 2021, serving as Interim Executive Director since April 2024. Her previous roles as Associate Executive Director of Mission and Strategy have prepared her well for this transition, working closely with outgoing Executive Director Glen Lloyd to ensure continuity and progress in the foundation's initiatives.

Under Carter's leadership, EFMN will continue to raise awareness about epilepsy—the fourth most common neurological condition and the most common among children—while providing essential resources and support to those living with epilepsy and their families. In Minnesota, an estimated 55,000 people live with epilepsy. One in ten people will have a seizure in their lifetime, and one in 26 will develop epilepsy. In 2024, after successful advocacy at the state legislature, the epilepsy community now has greater access to life-saving seizure detection devices, helping ensure more families, colleagues, and friends receive the care they need and deserve.

"I am proud of the work I have led and the trusting relationships I have built within the organization and community. In my role as the Associate Executive Director of Mission and Strategy at EFMN, I have overseen a successful team, increased services, and developed innovative revenue streams. I am committed to continuing our progress,

expanding our reach, and ensuring epilepsy is recognized as a public health issue in Minnesota," said Carter, adding, "We have a tremendously talented team and a dedicated board, so I am confident that together, we're building capacity to create change." Before joining EFMN, Carter spent nearly 12 years at Blue Cross and Blue Shield of Minnesota, focusing on public affairs, health policy, and advocacy. Her work earned her a spot in the Minneapolis/St. Paul Business Journal's 40 Under 40 list in 2023. Additionally, she has served as a City Councilmember for Bloomington since January 2020, showcasing her dedication to public service and community engagement.

EFMN Board President Erica Holzer highlights Carter's qualifications: "As we celebrate this milestone anniversary, we are committed to leveraging our strengths, building more awareness, and reaching more members of our community who need support. Jenna's comprehensive background in leadership, community engagement, relationship management, donor collaboration, and strategic program development, as well as her deep commitment to our mission, positions her to lead us into the future."

EFMN aims to enhance understanding of epilepsy through regional programs and public awareness efforts. With Carter's vision and experience, the organization is dedicated to creating a more inclusive and supportive environment for all affected by epilepsy.

As EFMN marks 70 years of service, the organization continues to work toward a future where epilepsy is understood, destigmatized, and effectively managed. EFMN will also continue collaborating closely with the Epilepsy Foundation of America, which recently appointed Bernice Martin Lee as CEO. Carter is ready to hit the ground running in her new role, "Minnesota will be a better place when all people - our friends, neighbors, colleagues, family members - who navigate life with seizures feel seen, accepted, and supported by everyone around them."

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[Link to a folder](#) with Jenna Carter's headshot and EFMN logo

About the Epilepsy Foundation of Minnesota

The Epilepsy Foundation of Minnesota (EFMN) is a non-profit organization dedicated to educating, connecting, and empowering people living with epilepsy. EFMN works tirelessly to reduce stigma, increase awareness, and provide essential resources and support to those affected by epilepsy and their caregivers. Celebrating 70 years of service, EFMN continues to champion the cause of epilepsy awareness and advocacy throughout Minnesota. For more information, visit epilepsyfoundationmn.org.

Social Media:

Facebook: [@epilepsyfoundationofminnesota](https://www.facebook.com/epilepsyfoundationofminnesota)

Instagram: [@epilepsyfdnmn](https://www.instagram.com/epilepsyfdnmn)

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