

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, D.C. 20549

FORM 8-K

Current Report Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) June 13, 2011

GENESIS BIOPHARMA, INC
(EXACT NAME OF COMPANY AS SPECIFIED IN ITS CHARTER)

NEVADA

(STATE OR OTHER JURISDICTION
OF INCORPORATION)

000-53172

(COMMISSION FILE NUMBER)

75-3254381

(I.R.S. EMPLOYER
IDENTIFICATION)

11500 Olympic Boulevard, Suite 400, Los Angeles CA 90064

(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (866) 963-2220

N/A

(Former name or former address, if changed since last report)

- Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 40.13e-4(c))
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ITEM 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers..

Effective June 13, 2011, Genesis Biopharma, Inc. (the "Company") announced the appointment of Martin Schroeder to the Company's Board of Directors.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS.

(d) EXHIBITS

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release as issued June 13, 2011 announcing appointment of Mr. Martin Schroeder

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

GENESIS BIOPHARMA, INC.

Date: June 16, 2011

By: /s/ Anthony J. Cataldo
Anthony J. Cataldo, Chairman, Chief Executive Officer and President

INVESTOR CONTACT:

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Genesis Biopharma Names Martin Schroeder to Board of Directors

LOS ANGELES (June 13, 2011) – Genesis Biopharma, Inc. (OTC/BB: [GNBP](#)), a biotechnology company developing targeted cancer therapies, today announced it has named Martin Schroeder to its Board of Directors. Mr. Schroeder is a business consultant with more than 30 years of experience advising healthcare companies with regard to corporate strategy, strategic partnerships, marketing and business development, competitive positioning, and mergers and acquisitions.

“Martin has provided extraordinary value to Genesis Biopharma in recent months, playing a key role in the development and execution of our autologous cell therapy strategy and in the formation of our new Scientific and Medical Advisory Board (SMAB). As a member of the Board, his broad industry experience, in-depth knowledge of clinical and regulatory procedures and issues, and an ability to work collaboratively with management and the scientific community will continue to be an important factor in our progress and success,” stated Anthony J. Cataldo, Chairman and Chief Executive Officer of Genesis Biopharma. “I look forward to working closely with Martin as we advance our product candidate, Cōntego™, for the treatment of metastatic melanoma. Based on the recent FDA approval and commercial launch of Dendreon’s (Nasdaq: DNDN) Provenge®, we are very optimistic about our development plans and the potential for Cōntego.”

“Genesis Biopharma’s product candidate, Cōntego, is one of the most exciting cancer therapies being developed today,” said Martin Schroeder. “I’m really looking forward to working with Tony and Genesis Biopharma’s board to help with the commercialization of Cōntego.”

Mr. Schroeder is currently Executive Vice President and Managing Director of the Emmes Group, Inc., a strategic business consulting firm, and is responsible for its West Coast and International practices. Earlier he held a number of industry management and executive positions, including Chairman, President and Chief Executive Officer of AMS, Inc., a venture capital backed molecular genetics company. He was also a Visiting Scientist at the U.S. Department of Agriculture. Mr. Schroeder holds a Bachelor of Science degree in Biochemistry from the University of California Los Angeles, and a Master of Science degree in Biochemistry from California State University, Long Beach.

Genesis Biopharma’s prestigious SMAB is comprised of leading oncology researchers and clinicians in the U.S., including Cassian Yee, M.D., Professor of Medicine at the University of Washington’s Fred Hutchinson Cancer Research Center; James Mulé, Ph.D. and Jeffrey Weber, M.D., Ph.D., of the H. Lee Moffitt Cancer Center & Research Institute; Patrick Hwu, M.D. and Laszlo Radvanyi, Ph.D., of MD Anderson Cancer Center; Daniel Powell, Ph.D., of the University of Pennsylvania School of Medicine; Mario Sznol, M.D., of Yale University School of Medicine; and David DiGiusto, Ph.D., of the City of Hope.

About Genesis Biopharma, Inc.

Genesis Biopharma, Inc. is a development-stage biotechnology company engaged in the development of targeted cancer therapies. For more information about the company, visit www.genesis-biopharma.com.

Forward-Looking Statements

The foregoing announcement contains forward-looking statements that can be identified by such terminology as “expects”, “hopes”, “potential”, “suggests”, “bodes”, “may”, “should”, “could”, or similar expressions. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results to be materially different from any future results, performance or achievements expressed or implied by such statements. In particular, management’s expectations regarding future research, development and/or commercial results could be affected by, among other things, uncertainties relating to clinical trials and product development; availability of future financing; unexpected regulatory delays or government regulation generally; the company’s ability to obtain or maintain patent and other proprietary intellectual property protection; and competition in general. Forward-looking statements speak only as of the date they are made. The company does not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made.

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