

# Media Alert

For Immediate Release  
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## Goodwill Industries® of the Valleys Announces Organizational Changes

**Roanoke, VA** – Richmond Vincent, Jr., President & CEO for Goodwill Industries of the Valleys, announced new departments and changes designed to create an updated organizational structure. These changes provide leaders with clear authority, accountability, and responsibility. The new model has four business segment Chiefs, each reporting directly to Vincent.

“I am excited about the changes to the organizational structure at Goodwill Industries of the Valleys,” said Richmond Vincent, Jr., Goodwill’s President & CEO. “The catalyst for the organizational changes was from the feedback provided to me by the Board of Directors and individual meetings with community leaders. These changes create the right structure to build our business segments over the long term and increase our ability for successful mission integration at our Goodwill. We will continue serving individuals in job training and employment services and the public, working with loyal donors and shoppers, collaborating with community and business partners, and relying on all our dedicated Goodwill employees.”

Effective immediately, the four business segment Chiefs are:

- Jackson Green, who most recently led Finance, Compliance, and IT, continues to be Chief Financial & Compliance Officer and is now responsible for Finance, Compliance, IT, Real Estate & Facilities, and Business Analytics. Jackson will ensure accounting procedures and record keeping are in compliance with established business practices as well as guiding the IT and Real Estate & Facilities departments.
- Lori Baker-Lloyd, who most recently led Human Resources as Vice President, transitions to a new role as Chief Advancement Officer with responsibilities over Business & Community Engagement, Marketing & Communications, and Philanthropy. Lori will advance the organization’s connections with businesses and community leaders, branding externally and internally, as well as cultivating donors and partners.
- Mary Ann Gilmer, who most recently led Mission Services as Vice President, transitions to a new role as Chief Strategy & People Officer with responsibilities over Mission Services, Organizational Development (Human Resources and Learning & Development), and Strategy. Mary Ann will lead the organization’s long-term strategy, innovation, planning, and strategic partnership efforts to drive innovation and strategic goals for Mission Services and Organizational Development divisions.
- Mindy Boyd, who most recently led Donated Goods and Business Services as Vice President, transitions to a new role as Chief Operations Officer with responsibilities over Donated Goods & Retail, Business Services, and Logistics & Transportation. Mindy will lead the development of the strategic plan and implement new processes and approaches to achieve it, and as serve as the operations and service program leader within the organization.

Goodwill Industries of the Valleys is making fundamental changes to the way the organization manages operations. These changes will enable the organization to strengthen how it serves clients and customers, drive operational excellence, and execute its mission to empower individuals, strengthen families, and build strong communities. Each business segment has core operations functions led by operations leaders who report to the business segment Chiefs.

Operational leadership development changes include the following employees and their new roles: Stephanie Smoot, Vice President of Finance; Michelle Darby, Vice President of Marketing & Communications; Zenith Barrett, Vice President of Business & Community Engagement; Stephanie Hoer, Vice President of Mission Services; Jim Forer, Vice President of Donated Goods; Brandy Tabor, Vice President of Business Services; Donna

Davis, Manager, Office of the CEO. Additional positions adding to the operational leadership are Vice President of IT, Vice President of Organizational Development, and Vice President of Philanthropy. These additional positions are available to applicants on Goodwill's website. Interested applicants can apply by [clicking here](#).

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**About Goodwill Industries of the Valleys**

Goodwill Industries of the Valleys serves 35 counties and 14 cities throughout Central, Southwest, and Southside Virginia. Its mission is to empower individuals, strengthen families, and build stronger communities through eliminating poverty. In 2020, Goodwill served 63,078 youth, adults, and seniors who needed assistance getting back to work and gaining greater independence, placed 2,598 people into jobs in our community, and helped individuals attain 6,321 industry recognized credentials that will allow them to be more competitive in their job search and to find higher paying employment. At the end of May, Goodwill had already assisted over 17,400 people in 2021. Visit [www.goodwillvalleys.com](http://www.goodwillvalleys.com) for more information.

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